



Analyzing the Impact of Celebrity Endorsement in Promoting Fashion Brands – An Analysis of Louis Vuitton

Final Dissertation

Name : Mohammed Taqi Uddin

Student ID : 2210126

Supervisor : Miss Tushura Balendran

Abstract

This dissertation aims to examine the effects of celebrity endorsement on luxury fashion consumers consumption patterns focusing on Louis Vuitton. In particular, the study examines how celebrities from movie stars of the social media generation impact brand trust perceived customer value and purchasing behaviour. The following relationship was tested through literature review and survey data: critical factors such as familiarity with the brand, authenticity of endorsement of images associated with celebrity and how well the celebrity's image fits the brand were considered. The study also revealed that traditional celebrities were more effective as social media influencers with regards to the formation of the perception of the trustworthiness of Louis Vuitton and the company's premium image. Honesty proves as one of the pushes that move consumers to make a purchase decision. Authenticity in endorsements helps create a better rapport with this value and thus more trust and brand loyalty is generated with the brand. These findings are consistent with the previously established results made in the framework of understanding luxury brand marketing based on how trust and credibility, more particularly, influence the consumers in the luxury brand industry.

The study also provides some strategic implications for Louis Vuitton concerning celebrity endorsement activation. It provides that the brand should be connected with such celebrities, who are the mirror of the luxury character of the brand but who want to work to build credibility in all types of advertising. He emphasizes consistency at the time of creating brand familiarity and the use of celebrities to establish trust for a consumer who may be more familiar with the institutions. Similarly, this research recommends further research in the field of social media influencers and micro-influencers that have a nascent presence in luxury brand promotion. All in all, the dissertation provides some understanding regarding how celebrity endorsements may affect consumer interest and buying behaviors and at the same provides practical solutions to marketers and in a way as well, enhances the knowledge of endorsement techniques in luxury fashion.

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Declaration

I, Mohammed Taqi Uddin declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

Signature: Mohammed Taqi Uddin.....

Date: 11/10/2024

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1.1 Overview

This chapter will introduce the dissertation on celebrity endorsements' effect on the promotion of luxury fashion brands, focusing on Louis Vuitton, their strategic fit, and their relevance in the luxury fashion market. Therefore, this chapter gives an overview of how it raises the brand image and influences consumer behaviour toward purchasing, thus increasing sales through celebrity endorsement. The chapter identifies the purpose of the study and the problem statement, comprising the gaps in understanding the long-term effects caused by the ingratiation of such endorsements on brand equity and consumer loyalty. It lays down the rationale for the research, focusing especially on the importance of celebrity-brand unity and the challenges of social media influencers. It also delimits the purpose and objectives of the research, which aim at measuring, through different methodologies, the effectiveness of the celebrity endorsement strategies regarding the brand image and sales performance of Louis Vuitton. Finally, it forms a few research questions and hypotheses to guide the in-depth analysis that will take place in the following chapters.

1.2 Background to the Research

Endorsement is significant in marketing communication initiatives, especially within the luxury fashion segment. These endorsements help create an image of the consumer, the brand, and the overall market performance of the products. For example, the combinations of luxury branding with celebrities and other famous people help to popularize the brands and provide trends among consumers. The desire to relate with celebrities is due to their fame, which creates impulse and trust among consumers making products more appealing and raising the status of the brand (Observatory, 2023, LuxuriesBlog, 2024). The cost of going into luxury fashion with celebrity endorsement is a significant factor here. Based on a Harvard Business School study, the firm's stock price and sales are generally up by 4% through celebrity endorsement (Blufashion, 2023). This increase is due to factors such as brand reputation that are obtained when these collaborations are made. For instance, George Clooney endorsed Nespresso, and the company's sales increased by 22 per cent which best illustrates growth (Observatory, 2023).

Also, consumers are inclined to follow and mimic celebrities in terms of fashion and the products they use. The Oscars, Met Gala, Cannes Film Festival, and many more are occasions where celebrities are on display, and this is where brands promote their new collections. For instance, many fashion trends, especially red carpets, became popular due to Zendaya's wear from Valentino, which also boosted the sale of Valentino's products (LuxuriesBlog, 2024).

The usage of celebrities in advertising and selling products is not devoid of some dangers. The evidence from the case study shows that negative publicity of a celebrity could affect the Image of the brand. This makes it mandatory to choose celebrities wisely and to constantly monitor the relationships that are formed between the firm and celebrities to deal with any negative repercussions. It is common to find morality clauses in a brand's contracts to ensure that the brand is not affected by any scandal that relates to the personality. Some of the failures include Jeep's decision to cut its business with Bruce Springsteen after the singer was charged with DUI; These are some reasons why strategic planning and risk management in such associations has to be executed carefully (Knowledge at Wharton, 2023).

In conclusion, celebrity endorsement is an effective strategy for luxury fashion brands, as it impacts brand awareness, consumer decision-making process, and companies' performance. Still, the effectiveness of these endorsements is subject to proper identification, effective application, and ways to avoid pitfalls. Based on the literature, the relationship between celebrity and brand remains continued and act

1.3 Problem Statement

Celebrity endorsement is one of the marketing techniques where celebrity endorsement helps to increase brand image; hence, it is very essential for a luxury fashion brand like Louis Vuitton. This approach, though often implemented, has a wide gap in understanding its long-term effects on brand equity, consumer loyalty, and purchase intentions. Many of the immediate effects, such as increased awareness and short-term sales gains, have been well documented, but the lingering effect of such endorsements remains relatively unexplored among high-end luxury brands. While immediate effects, such as visibility and short-term sales boosts, have been documented, very little has been done to explain their lasting influence, especially in the context of high-end luxury brands.

The impact of celebrity endorsement becomes even murkier in the wake of social media. With the rise of social media influencers, there are new opportunities and challenges since brands have to decide where to invest while considering the differences in impact between traditional celebrities and digital influencers. Moreover, the fit between the celebrity's image and brand identity, called celebrity-brand congruence, is a key consideration, but its effects are not known. Negative publicity about celebrities is also full of risks that may reflect harmfully on the brand; therefore, these issues will have to be looked at in their totality.

The study, therefore, aims to analyze the effects of these massive investments that luxury brands like Louis Vuitton have made in celebrity endorsement. Given this, the paper intends to add value to the existing gaps by exploring how celebrity endorsement impacts brand image, consumer perception, and sales performance of a brand. This research output shall yield actionable insights into how to optimize marketing strategies for any luxury fashion brand with the view that endorsements can support the long-term success of a brand.

1.4 Research Rationale

The rationale for researching the effects of celebrity involvement on luxury fashion brands derives from the enormous effect that celebrities have on people's perceptions and buying behaviour. Apparel brands like Louis Vuitton use celebrities as emissaries to improve their image, to establish the desire that consumers associating their products with celebrities feel, and thus increasing their attractiveness. This strategic approach is grounded on the premise that identifying celebrities known to many people, will help reach the target consumers in their multiple numbers. Studios have established that celebrity endorsement often entails a massive boost in brand recognition coupled with enhancement of consumer evaluations of the brand, a reason that makes the area relevant for any marketer in the luxury fashion niche.

Celebrity endorsements inspire confidence because of the specific psychological processes they set off. The theory asserts that consumers have balanced needs and therefore are likely to have a positive impression of a brand that a revered celebrity endorses (Journal of the Academy of Marketing Science, 2023). This brings into focus the need to grasp how endorsements influence consumers and cause sales, offering a sound background for the undertaking of this study.

However, the interaction of sustainability with the utilization of celebrities and celebrities' popularity as advertisers increases the challenge as well as the importance of the study. As customers have started becoming more conscious about environmental problems, even luxury brands are signing celebrities more as those famous faces represent sustainability. Research has shown that it is possible to significantly increase consumer purchase intentions of sustainable luxury products based on celebrity credibility.

There seem to be some drawbacks to employing celebrity endorsements as a marketing strategy, for instance, the publicity they cause as well as the genuineness of such endorsements. Thus, this research seeks to offer a descriptive analysis of celebrity endorsement and luxury fashion brands to establish the benefits and drawbacks. In so doing, it aims to provide useful tips to marketers on how the use of celebrities can be optimally implemented as a tool of brand management for the improvement of brand values, consumer relations, and sales within the sphere of luxury fashion (Journal of Brand Management, 2023).

1.5 Significance of the Research

The reasons why the effectiveness of celebrity endorsement and its effects on the overall consumer population are important for analysis include the activity and reception of luxury fashion brands such as Louis Vuitton. Endorsement is one of the most effective examples of implementing branding strategies in the campaign of luxurious brands because it supports the visibility of a brand and makes it easily reach the consumer's emotional level. Self, other scholars suggested that celebrity endorsement has a positive effect of enhancing the stock prices to 4 % and the same way increasing the sales by 4% of the affected commodities. This research seeks to find out these dynamics to make

recommendations that can assist luxury brands in inventing better ways of undertaking their marketing and achieving sustainable growth in the process.

Moreover, there is reinforcement from an endorsement by famous personalities regarding attitudes towards using luxury brands. Endorsement entails linking a brand to a celebrity with an established customer base, where by influencing the customers' mental frame of reference positively. This connection commonly results in consumer brand loyalty since the consumer will most probably pick the endorsed brand before others in the market. According to researchers, endorsements by

celebrities raise consumers' buying intentions for such items due to their credibility and familiarity, thus making celebrity endorsement a key element of brand promotion plans. I thus aimed to investigate how these endorsements influence consumers' attitudes to make marketing communication more efficient for brands.

Followership Besides, they further the objectives of increasing brand awareness enhancing consumer loyalty, and bearing strategic benefits in a competitively contested market. Thus, luxury brands can inevitably rely on celebrity sponsorship to create distance from other brands and reaffirm a specific position in the market among the target audience. This differentiation becomes even more significant where the issue of luxury products is at stake. A study suggests that celebrity endorsement is beneficial in the sense that not only does it increase sales for the product immediately but also affects brand equity hence is worth the investment for luxury fashion brands (SpringerLink, MDPI, 2023). Through such aspects, the study seeks to present an adequate understanding of the strategic relevance of celebrity endorsements in the context of luxury fashion.

1.6 Aims and

Objectives Aim:

The main objective of this study is to conduct a critical review and assessment of the literature to expose the efficacy of celebrity endorsements on the brand image, consumer perception, and business outcome of LV. This research proposal seeks to establish sub-constructs of celebrity endorsement that affect consumer buying behaviour and the general marketing plan of luxurious fashion brands. This research aims to assess the impact of these marketing strategies adopted by Louis Vuitton by identifying the particular endorsements used in the firm's campaigns to evaluate their efficiency in increasing brand reputation and sales. In addition, the research aims to reveal appropriate practices and managerial indications that may be applied to enhance significant assets of celebrities as well as to successfully navigate the environment of the luxury fashion industry and mainline brands to guarantee continual and genuine relationships with their target consumers.

Objectives:

1. To estimate the kind of celebrity endorsements employed by Louis Vuitton today, identify celebrities in these endorsements, and the campaign in question.
2. To evaluate how celebrities have affected Louis Vuitton's brand image and its sales results and analyze the data before critical celebrity endorsements and after.

3. To measure consumer perceptions of the use of celebrity endorsement by Louis Vuitton.
4. To determine research strategies that celebrities use in their social media platforms to advertise LV and determine the extent to which LV benefits from such publicity.
5. To find out how Louis Vuitton has been distinguishing itself from rivals in the market for luxury fashion goods; analyze the company's celebrity endorsement practices to determine effective and safe practices that support uncompromising competitive advantage.
6. To provide guidelines for improving the corporation's marketing plans and selection and deployment of celebrities, partnering with eco-friendly organizations, and incorporating authenticity in endorsement plans.

1.7 Research Questions

The purpose of the research is to identify the complex influence that celebrity endorsement has on the marketing strategy of luxury fashion brands, Louis Vuitton, in particular. This answers the question of how celebrity endorsement would influence brand promotions, customer perception, and purchase decisions. Moreover, the strategic benefits and drawbacks of celebrity endorsement in the luxury fashion market will be observed, together with a specific analysis of the strategies applied by Louis Vuitton in exploiting such endorsement. By seeking to answer the research questions outlined below, this research attempts to provide thorough answers concerning maximizing the exploitation of celebrity endorsement in the luxury fashion industry.

1. What types of celebrity endorsements is Louis Vuitton using presently? Who are the celebrities involved in these endorsements?
2. How have these celebrity endorsements affected Louis Vuitton's brand image and sales results before and after critical endorsements?
3. What does this say about the perceived consumer attitudes toward Louis Vuitton's use of celebrity endorsement based on the characteristics of a consumer who uses such endorsement to make choices?
4. What strategies do celebrities employ on their social media pages when promoting Louis Vuitton, and how do these strategies benefit the brand?
5. How does Louis Vuitton distinguish itself as a brand in the high-stakes market of fashion by its celebrity endorsement?
6. What principles can be developed in terms of improving marketing plans in Louis Vuitton through the selection and employment of celebrities as well as by collaboration with relevant organizations related to ecological objects?

1.8 Research Hypothesis

Celebrity endorsements do not just represent a marketing tool but a strategy that has the propensity to transform brand perception and consumer behaviour. This chapter focuses on the strategic

deployment of celebrity endorsement by luxury brands like Louis Vuitton and presents two critical hypotheses aimed at deciphering their real impact on brand elevation and consumer engagement.

Hypothesis 1: Celebrities act as very strong drivers of brand awareness and enhance the prestige associated with luxury fashion brands like Louis Vuitton, thereby improving buying behaviour. This will be tested against metrics such as pre-and post-endorsement brand awareness surveys, sales increases, and market penetration rates. This will be analyzed about how the presence of celebrities in any brand campaign relates to spikes in consumer interest and purchase patterns. The research, by making use of sales data information before and after the celebrity endorsement campaigns, would quantify through sales precisely how much of a difference the celebrity-driven campaigns make to consumer purchases and market performance in general.

Hypothesis 2: In other words, the fit between a celebrity's image and a brand's values enhances the effectiveness of the endorsement to a great extent and is, therefore, one of the most important strategic elements of the marketing mix. The testing for this hypothesis in the research will consider engagement metrics, including social media interactions consumer sentiment analysis, and brand loyalty indicators, post-endorsement. It will further establish the extent of fit between the public persona of the endorsed celebrity and that of the brand, and if this does result in increased credibility and consumer trust. The study is going to discuss, using case studies and comparative analyses with various celebrity endorsements, how perfectly matched versus poorly matched partnerships affect the perceived authenticity of the endorsement and, as a spillover effect, the brand's standing in the consumer's mind.

These hypotheses are purposed to test the true effect of celebrity endorsement in the luxury fashion sector. The quantitative data is integrated with qualitative insights to specify complex dynamics about how celebrity endorsement could be used to improve brand performance and consumer engagement in the competitive luxury market.

1.9 Dissertation Structure

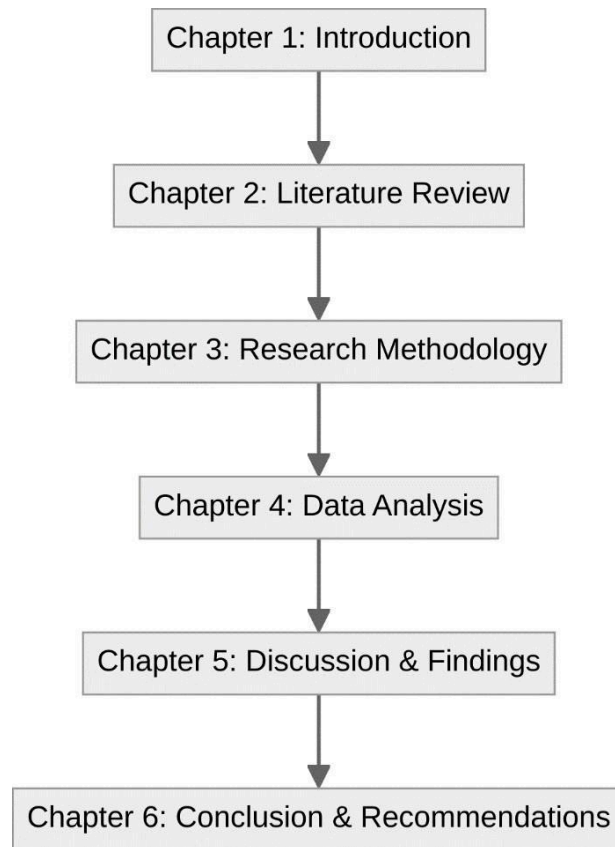


Figure 1 *Structure of Dissertation (created by author)*

Chapter 1, Introduction: This chapter presents the research problem, objectives, and why of the study. It focuses on the significance of celebrity endorsement in the promotion of luxury fashion brands, such as Louis Vuitton. Most importantly, it addresses the research questions, hypotheses, and purpose of the dissertation.

Chapter 2, Literature Review: This chapter seeks to critically evaluate the literature that is presently available on celebrity endorsement, luxury fashion branding, and consumer behaviour. A critical overview of the models and theories that address the subject in question will be presented, including the Source Credibility Model, Match-Up Hypothesis, and Meaning Transfer Model. Gaps in existing studies are largely due to an incapacity to understand better the long-run effects of celebrity endorsement on brand loyalty and equity.

Chapter 3, Research Methodology: This chapter accounts for the design and methodology employed in conducting the research study. The quantitative approach is detailed, and almost reliant on data gathered through survey collection, including a justification of this method in particular, especially about sampling strategies. The ethical considerations of the study are also explained, noting the measures taken to ensure that the data collected is valid and reliable.

Chapter 4, Data Analysis, Findings, and Discussion This chapter analyzed the data collected from the surveys with statistical tools. The findings will relate the results to the research questions

and hypotheses to clarify what exists between the obtained results and what is available in existing literature. Finally, it synthesizes this analysis and discussion into a comprehensive view of how celebrity endorsement influences Louis Vuitton's brand image, perception by consumers, and sales.

Finally, this chapter synthesizes the analysis and discussion into a holistic view of how celebrity endorsement influences Louis Vuitton's brand image, perception by consumers, and sales performance.

Chapter 5, Conclusion and Recommendations: This chapter sums up the results of the study in terms of findings of chief importance to conclude from. Recommendation for luxury fashion brands particularly Louis Vuitton, on a practical level would be suggested to optimize the functioning of celebrity endorsements. The concluding part of the research will reflect the limitations of this study and the suggested directions for future work.

1.10 Chapter Summary

This chapter discusses the research objective of determining the effect that celebrity endorsement has on consumer attitude and buying behaviour toward luxury brands, in particular Louis Vuitton. This research is justified by its very quest to appraise the efficiency of these endorsements in terms of brand imagery, perception of the consumer, and performance in business. The present study will analyze the current endorsements, explore their impact, and assess the consumer attitude toward these differences; outline key unanswered questions about long-term effects and celebrity-type differences. This is the grounding of even more research for celebrity endorsements in luxury fashion.

Chapter

2 Literature

Review

2.1 Introduction to the Literature Review

This literature review is a significant part of the concept of this dissertation as it reviews literature on the effects of celebrities in particular LV in the field of luxury fashion. Taken into consideration in this review are the basic antecedent theories such as the Source Credibility model whereby the authors suggest that celebrity endorsements depend on the perceived expertise, trustworthiness, and attractiveness of the endorser (Ohanian 1990). These attributes are critical in defining consumers' perceptions and improving brand image, particularly in luxury brands where image matters so much. Research findings also endorse the fact that celebrity endorsement has an important impact on the consumers and the developing image of the brand. For instance, (Mukherjee, 2009) established that celebrity endorsements can enhance brand exposure and the resulting purchasing intentions or call for straightforward celebrity endorsements' value to luxury branding strategies as strategic (Mukherjee, 2009).

Therefore, besides conventional celebrities, there is a relatively new phenomenon in terms of star advertising – social media influencers. The other benefit that the users get from the influencers is the interaction that is person to person, and this is something that the younger generation would embrace. This drift also elicits some interrogations about the energy of traditional celebrities over social media personalities in the enhancement of brand value. A study done by Lou and Yuan in 2019 shows that consumers place more trust in influencer endorsements because they seem more authentic, and thus, endorse brands more effectively; this is an argument that luxury brands could leverage more and include influencer endorsement in their endorsement model (Lou & Yuan, 2019). However, there is still the research gap where little is known about the impact differences between influencer and celebrity endorsements on long-term brand development in terms of brand loyalty and brand equity suggesting an area for the development of this dissertation.

2.2 Definitions and Critical Reviews

2.2.1 Celebrity Endorsement

- **McCracken** provides a foundational definition:

A celebrity endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989).

- **Erdogan and Baker** expand on the concept by emphasizing the influence of celebrity credibility:

Celebrity endorsement is when a famous person uses their status in society to promote a product, brand, or service. This type of endorsement is effective because the qualities of the endorsing celebrity improve consumers' perceptions of the product (Erdogan & Baker, 2000).

- **Silvera and Austad** delve into the psychological impact of celebrity endorsements on consumer behaviour:

Celebrity endorsements can affect the feelings of the public towards the advertisement and the product indirectly. This effect is largely mediated by the perceived credibility of the celebrity and can significantly affect purchasing intent (Silvera & Austad, 2004).

2.2.2 Critical Review

These definitions present a layered understanding of celebrity endorsements. McCracken's definition lays the groundwork by linking celebrity public recognition directly with advertising. Erdogan and Baker introduce the element of celebrity credibility, suggesting that the endorser's reputation can significantly enhance consumer perceptions of the endorsed product. Silvera and Austad's perspective brings in the psychological dimension, noting how the celebrity's credibility impacts consumer attitudes and purchasing decisions.

Research in this area suggests that the effectiveness of celebrity endorsements hinges significantly on the celebrity's alignment with the product and the audience's perception of the celebrity's authenticity and relevance (Silvera & Austad, 2004). However, as the digital landscape evolves, the traditional effectiveness of celebrity endorsements faces challenges from the rising influence of social media influencers who offer a semblance of personal connection and relatability that high-profile celebrities may lack (Lou & Yuan, 2019).

2.3 Critical Analysis of Literature/ Objectives Analysis

This section synthesizes the existing literature according to the research objectives, exploring how celebrity endorsement impacts the various dimensions of Louis Vuitton's brand image and consumer engagement as well as its competitive advantage within the luxury fashion market.

RO1: To identify the current strategies of celebrity endorsement particularly to Louis Vuitton.

Analyzing LV's current celebrities shows the strategic diversification LV has taken to maintain its luxury status without compromising with the ever-changing market conditions. Louis Vuitton's use of conventional celebrities such as Cate Blanchett and Léa Seydoux shows how the brand's search

for ambassadors is based on an individual's stature that supports and complements the Louis Vuitton image of luxury and sophistication. These endorsements are proof of the formal arguments of branders to maintain an unambiguous and sole image. Further, the contemporary change of direction towards viewers who are younger and part of the social network's generation supported, for example, by movie stars or South Korean band BTS, also points to the attempt to adapt the brand to the new environment and stay competitive. The specific example of how the brand uses both conventional media stars and influencers is not only an excellent example of how the overall marketing approach is extremely flexible (Chen, 2023).

RO2: The impact of celebrity endorsement on the brand image and sales of luxurious-style brands.

The contribution of celebrity endorsements to the brand image and sales of Louis Vuitton is seen through the brand's dominance in the market share of luxury brands. It has helped increase the level of brand awareness through affiliation with celebrities and has been effective in maintaining the brand's image as luxurious and increasing engagement. These partnerships are not only a guarantor of brand image increase but also contribute to obtaining rather impressive revenues, especially in such countries as China or the United States. Getting it right that the choice of endorsements, particularly celebrities, must reflect LV's image of sophistication and elegance, LV has managed to leverage celebrity endorsement to sustain and build its brand equity, and therefore, consumers' brand attachment and firm sales performance (Dauriz, Remy, & Sandri, 2014).

RO3: To establish and categorize consumers' perceptions of fashion brands that use celebrities, particularly LV.

The consumer perception towards fashion brands using celebrities depends on the authenticity and suitability of the celebrity used for endorsement as well as the association held between the celebrity and the brand. LVMH's analysis of the responses of consumers to Louis Vuitton's products showed that the reactions of consumers to endorsements of celebrities depend on demographic factors and the overall culture of consumers with different needs, attitudes, and expectations regarding celebrity endorsement. For instance, the Apollonian analysis might regard more formal, sophisticated sentiments such as 'Cate Blanchett elegance' as much more appealing than the less formal, documenting high-utility influencer appeal of 'BTS'. The research suggests that generally consumers have more favorable attitudes towards advertisements where there is a perceived fit of the celebrity to the brand and this makes the consumer-brand relationship stronger hence leading to more brand and product purchases. In this way, Louis Vuitton shows it is very effective in using celebrity endorsement to build a positive consumer attitude (Silvera & Austad, 2004).

RO4: How brand awareness and consumption propensity are proportional when celebrities apply social media?

It was found that the effect or influence of celebrities, especially, in the social media context, has changed the face of endorsement about brand familiarity, and consumer involvement. To Louis Vuitton, influencer and celebrity marketing on Instagram or Twitter has increased digital contact and the company's visibility across the globe. Social media opens celebrities to a direct and intimate line of interaction with fans and may be as effective as branded entertainment since it is

closer to word of mouth. Opinions of friends and relatives via the popular social media platforms can lead to higher engagement rates than those promoted via conventional means hence yielding a higher return on investment. With digital influencers, Louis Vuitton's efforts to reach out to consumers have grown while at the same time strengthening its bond with the target consumers, making LV even more relevant in the digital sphere and making consumers more involved with the brand (Lou & Yuan, 2019).

RO5: The role that celebrities play in the development of competitive advantage strategies with specific reference to international and luxury fashion competition.

Celebrity endorsement can be highly strategic in the context of a highly competitive globalized market to elaborate a better competitive advantage in the globalized context of luxurious fashion apparel. Louis Vuitton has always maintained a partnership with celebrities as one of the main aspects of their globalization strategy. It seems to have scored high when it comes to the sort of celebrities and influencers it attracts for branding purposes, seeing that they fit the brand's target demographic well. For instance, collaborations with global influencers such as the K-pop boy band BTS have helped Louis Vuitton to expand new markets and new customer segments, especially in Asia where the company has gained a strong footing. Besides, such strategic application of endorsements contributes not only to the increase in brand-image prestige but also to the construction of competitive barriers because the use of celebrities' aids directly identifies the brand with the figure of a star (Rhee & Lee, 2024).

RO6: Strategies that can be formulated to enhance the marketing procedures of luxury-style manufacturers taking into attention the theoretical and empirical evidence on celebrity endorsement.

Thus, to advance such marketing activities for luxury brands, it is essential to analyze the effectiveness of utilized procedures and, based on the empirical study of celebrity endorsement, to develop optimal types of modifications for them. As for the endorsement, Louis Vuitton has stepped up to embrace a combination of the conventional and the digital approaches. The research indicates that it is possible to fashion an optimal strategy in which companies appoint traditional stars to convey the authority of their products and secure social influencer personalities to appeal to young consumers and reach them on social media platforms. Further, risk management strategies, which include, careful selection and contractual safeguards, are imperative to manage brand equity when the occurrence of negative publicity arises. Thus, brands like Louis Vuitton should continue the current efforts and invest in the application of such marketing measurements that will help to determine the efficiency of endorsement in the long term and select the right strategies and approaches that reflect the preferences of the buyers and the general tendencies on the market more effectively (Muniz & Guzmán, 2021).

2.3.1 Hypothesis Test on Basis of Secondary Research

Hypothesis 1: "Celebrities are very strong drivers of brand awareness and build prestige associated with luxury fashion brands like Louis Vuitton, thereby improving buying behaviour."

This is supported by secondary research. Celebrity endorsement increases brand awareness and

visibility according to the Source Credibility Model, as Ohanian states that celebrity endorsements help enhance brand awareness visibility credibility and trust (Chen, 2023). Brand visibility and sales, through celebrities, use in advertising the company, such as Louis Vuitton with celebrities including Catherine Blanchett, have increased largely, especially for key markets in China and the United States (LuxuriesBlog, 2024).

Hypothesis 2: "The congruence between a celebrity's image and the values of a brand enhances the effect of that endorsement substantially and, because of that reason, is one of the most relevant strategic elements of the marketing mix."

This is what is manifested in the case of Louis Vuitton, where celebrities such as Emma Stone and BTS are employed to align their celebrity image with that of the luxury brand Louis Vuitton and thus create enormous amounts of consumer trust and credibility for the brand. In addition, it was determined that congruence between celebrity and the brand is a satisfied one and it results in a customer base possessing a high level of loyalty and much more profitable market performance that features in advertisements recently launched by Louis Vuitton (Lahbib, Kessous, & Valette-Florence, 2024).

2.4 Gaps in the Literature

2.4.1 Long-Term vs. Short-Term Impacts

There has been a lot of evidence pointing towards the sudden short-term changes that occur within brand awareness, acceptability, and sales due to celebrity endorsements, but there seems to be a lack of research done on the long-term consequences regarding brand loyalty and equity, especially in the case of LV. For example, celebrity endorsement may attract consumers' attention and make them willing to purchase Louis Vuitton products; however, the extent of that type of consumers' loyalty is not clear. It could therefore be argued that the one or rather the other of the two strategies is more effective in the long run due to several factors that include the rapid of the brand message, the quality of the products, and the general brand association (Erdogan, 2000). Such a research gap thus calls for long-term empirical research on the extended effects of celebrity endorsements on brands, to get a holistic view of the impact.

2.4.2 Cultural and Demographic Variations in Effectiveness

The last theoretical gap that has been identified is the variability of the influence of celebrity advertising appeals between cultural and demographic subgroups regarding the company's global marketing strategy of Louis Vuitton. Despite the existence of prior studies that have examined these variations, the results drawn from such studies are usually bound to the context, and,

therefore, cannot be generalized to other markets. For instance, a celebrity endorsement slogan that works for the European public will not elicit the same similar reception in Asia on account of the variation in culture and consumers' tastes. Studies from culturally and demographically diverse contexts are lacking that explore the effects of cultural variables on the impact of celebrity endorsements, especially in the luxury fashion industry; where the image of a brand and consumer perceptions are vulnerable to regional differences (McCracken, 1989).

2.5 Theoretical Frameworks

This research's theoretical frameworks contribute to explaining the effects of celebrity endorsements on consumers' behaviour and attitudes about luxury fashion brands. The subsequent fragment of this section discusses the applicability of several models that explain why and how celebrity endorsements are effective in building brand equity and stimulating consumers' response: The source Credibility Model, the Match-Up Hypothesis, the Meaning Transfer Model, and the newly proposed Multi-Step Flow Theory.

2.5.1 Source Credibility Model

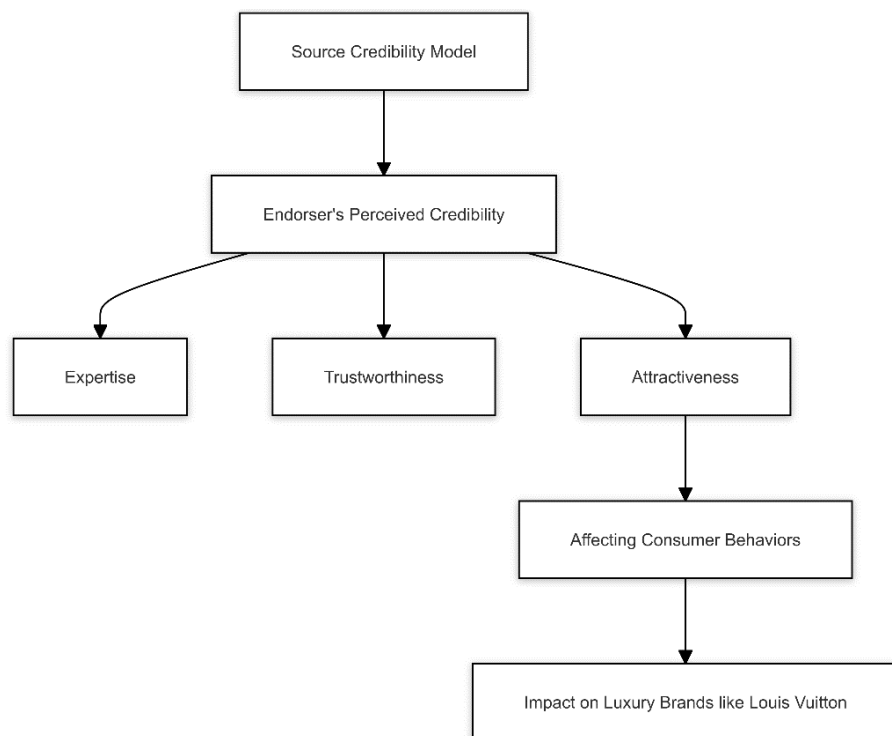


Figure 2 *Source Credibility Model* (Created by author)

The Source Credibility Model, which brings forth the view that expertise, trustworthiness, and attractiveness of an endorser can influence consumer behaviour toward luxury brands such as Louis Vuitton is particularly important in this context. Luxury fashion is a highly visual industry; hence, it could be argued that the celebrity image is likely to inform customers' perceptions of luxury fashion brands such as Louis Vuitton (Ohanian, 1990). Yet the risk for Louis Vuitton in changing celebrity images is that the house needs to take a balancing risk when choosing whom to endorse (Erdogan & Baker, 2000).

Critical Analysis: The Source Credibility Model points out that the credibility of the perceived endorser is defined by expertise, trustworthiness, and attractiveness (Ohanian, 1990). In the case of a luxury brand like Louis Vuitton, credible celebrities will considerably raise the prestige and appeal of the brand. This model powerfully articulates how the characteristics of a celebrity will have a direct impact on consumer perception and, further, on brand affinity. However, the major limitation consists of its static nature; it does not reflect dynamics dependent on the changes in a celebrity's image given personal scandals or public missteps. This may be a reason for fluctuation in effectiveness that this model inherently cannot predict nor account for (Choi & Rifon, 2007).

2.5.2 Multi-Step Flow Theory

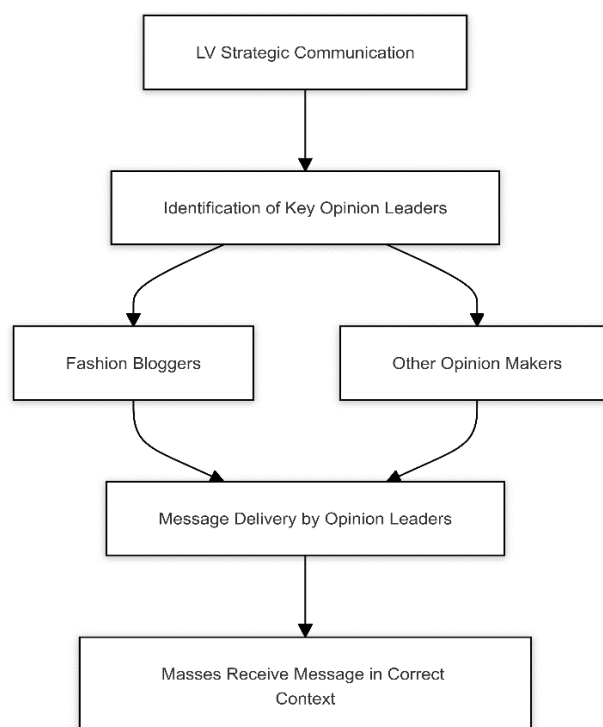


Figure 3 *Multi-Step Flow Theory* (Created by author)

The Multi-Step Flow Theory points out that information passes through opinion leaders before reaching the masses, this shows that direct mass communication does not have the same impact as assumed (Lazarsfeld, Berelson, & Gaudet, 1968). In the context of Louis Vuitton's strategic management, applying this theory involves cooperating with opinion leaders within target groups, for example, fashion bloggers and other opinion-makers popular among clients of LV boutiques and stores. The problem here for Louis Vuitton therefore lies in finding these key opinion leaders as the followers of such opinion leaders are likely to conform to Louis Vuitton's target consumers, more important than just getting key opinion leaders to deliver the LV message, it will be important for the key opinion leaders to put this out in the right context, this is very important when it comes to breaking through the culture in a different market.

2.5.3 Meaning Transfer Model

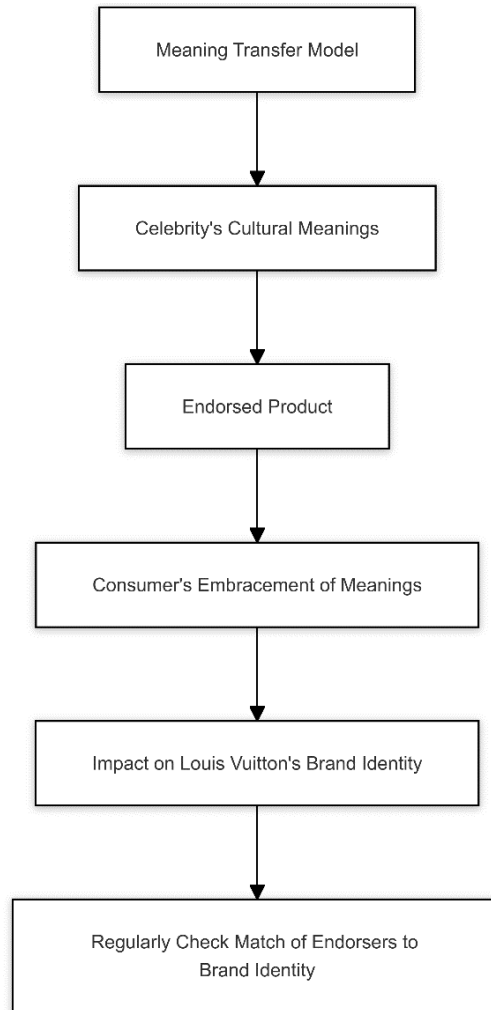


Figure 4 *Meaning Transfer Model* (Created by author)

This model tends to suggest that celebrities imbue cultural meanings to endorse products, which would make it even more suitable for brands such as Louis Vuitton, which embody culture and lifestyle. In such a case, the brand needs to choose a suitable endorser who complements its identity and regularly reassesses the match to be relevant across generations and strengthens its position in the luxury sector (McCracken, 1989).

Critical Analysis: While the model is successful in explaining how the values of the culture are transferred to brands through celebrities, one of the limitations is how meanings are assumed to be automatically accepted by consumers. It fails to recognize the consumer in terms of meaning interpretation and contesting because of their considerable involvement in activities in globally diverse markets (Silvera & Austad, 2004).

2.5.4 Match-Up Hypothesis

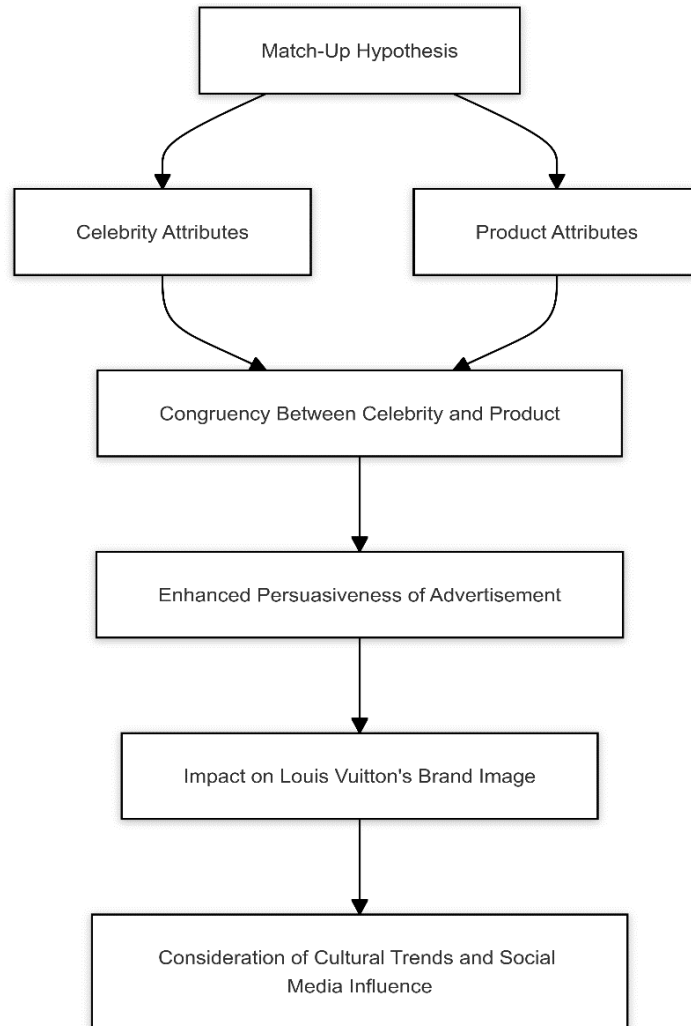


Figure 5 *Match-Up Hypothesis* (Created by author)

According to Kamins' Match-Up Hypothesis, a celebrity endorsement is going to be stronger when it matches the attributes of the celebrity with the image of the product. This is what Louis Vuitton says about its brand- elegance and style. Whenever such a brand endorses elegant and stylish celebrities, this adds to ad persuasiveness and familiarity because it works better whenever consumers feel it's a match (Kamins, 1990).

Moreover, the studies by Till and Busler have underlined the significance of congruent endorsements where there needs to be a positive influence on the attitudes of the consumers as well as intent to buy.

Critical Analysis: The hypothesis strengthens endorsement effectiveness by pointing out that a celebrity's image should align with the brand image, such as in the case of Louis Vuitton. However, it negates vague consumer preferences that may add value to a greater spectrum of celebrity traits besides ignoring the flux in changing cultural patterns or social media influences that can adapt the fit perceived over time (Yang, 2022).

2.5.4.1 Tricomponent attitude model

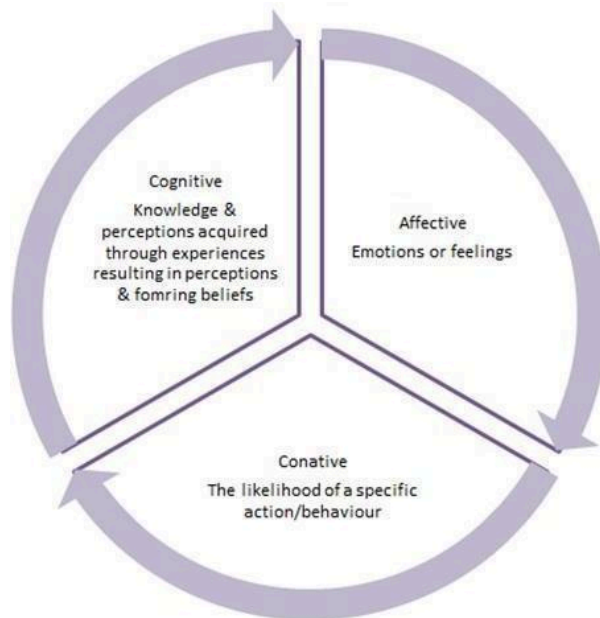


Figure 6 *Tricomponent attitude model* (Created by author)

The Tricomponent Attitude Model enables a look at how attitudes are formed and affect behaviour, finding wide applications in the study of marketing and consumer behaviour. This model seeks to outline attitudes on three distinct components, each of which again plays a very different role in the way people respond to various types of stimuli, including marketing communications, brands, and endorsers.

- **Cognitive Component:** This is representative of the knowledge and beliefs that people have regarding a particular product or brand. For example, people have certain beliefs about Louis Vuitton: it is of high quality and exclusive. These are conditioned through advertisements, past experiences, or even word of mouth and become the basis consumers use when developing an attitude (Lahbib, Kessous, & Valette-Florence, 2024).
- **Affective component:** It refers to the emotional reactions of a brand, either positive or negative. A consumer who perceives Louis Vuitton as sophisticated and high-status will feel aspirational or admiring; this will affect his or her desire for the brand and his or her connection with it.
- **Conative Component:** It refers to the actions that a consumer is liable to execute because of his attitude. For instance, a consumer who has acquired positive knowledge and feelings about Louis Vuitton will be more liable to purchase from them or recommend them, thus connecting directly with consumer decision-making and

purchasing behaviour (Silvera & Austad, 2004).

Critical Analysis: The Tricomponent Attitude Model illustrates that attitudes among consumers toward celebrity endorsements of luxury brands, including Louis Vuitton, hinge upon three components, cognitive, affective, and conative. Cognitive responses imply perceptions about the quality of the brand and the celebrity who is endorsing it; both play positive roles in forming standing. The relation between these two elements forces the motivation of affective relationships towards eventual conversion to conative behaviours in the form of purchasing intentions for the product (Knoll & Matthes, 2017).

2.5.4.2 Consumer Behavior

The Consumer Buying Behavior for luxury brands like Louis Vuitton includes the following steps:

- **Problem recognition:** The customer has a need, for example, the desire for that status or exclusive symbol of luxury.
- **Information Search:** Consumers search for information through reviews, advertisements, or celebrity endorsements that answer to their style or values.
- **Alternative Evaluation:** Buyers compare brands on several attributes such as quality and style with each other. The Match-Up Hypothesis is also involved here and there is congruence between the celebrity and the brand and this enhances appeal.
- **Buying Decision:** The customer would make the purchasing decision due to the positive impressions derived from celebrity endorsements.
- **Post-Purchase Behavior:** Consumers assess if the good meets their expectations and this is a determinant of whether satisfaction, loyalty or even dissonance occur because of unmet expectations, especially those set by celebrity endorsement (Rhee & Lee, 2024).

2.6 Celebrity Endorsements in Fashion

Louis Vuitton engaged in engaging celebrity endorsement from the 1990s to establish global presence and acceptability. It started with pop icons like Madonna in 2009, where it established the brand identity as 'distinct' and 'classic elegance' (Tungate, 2012). Then it started working with famous personalities like Emma Stone and BTS and managed a balance between traditional and digital groups while embracing digital technologies for better engagement.

2.6.1 Effect on Brand Perception, Customer Perception Brand Awareness, and, Sales

Celebrity endorsements have boosted Louis Vuitton's brand image and sales significantly. Partnering with celebrities such as Cate Blanchett who epitomize the chiselled sophistication embodied in LV has opened a lot of doors in terms of recognition regarding awareness across demographics (Silvera & Austad, 2004). Researches indicate that endorsement increases brand familiarity by up to 30 per cent, which translates into real business value. For example, with Léa

Seydoux as an ambassador, the campaigns increased sales in focused markets, China and the U.S. This is credited to the influence of celebrities (Dauriz, Remy, & Sandri, 2014).

2.7 Strategies in Celebrity Endorsement

2.7.1 Traditional Celebrities vs. Social Media Influencers

Louis Vuitton uses two types of celebrities, traditional celebrities and social media influencers its endorsement campaigns target different demographics. For instance, celebrities like Angelina Jolie make the relevance of exclusivity and luxury. On the other hand, the influencer Chiara Ferragni is more oriented to a younger and technologically savvy generation, especially those under 30. Research has revealed that returns can be better with social media campaigns than it is with traditional means of advertisement. The dual strategy allows Louis Vuitton to maintain its luxury image while it extends its presence digitally, to reach future consumers (Dauriz, Remy, & Sandri, 2014).

2.7.2 Case Studies in Luxury Fashion

Louis Vuitton's celebrity endorsement policies are very informative to the luxury fashion industry. For example, since 2016, Léa Seydoux's campaigns have complied with the brand's cosmetics of elegance, thereby increasing both brand awareness and sales. Another successful cooperation was with the K-pop band BTS, which succeeded in capturing the growing Asian market, especially in South Korea and China. This has resulted in higher social media acceptance and thus sales for the younger market, as Louis Vuitton exemplifies how to keep intact its brand image but at the same time appeal to regional markets.

2.8 Risks and Challenges

Celebrity endorsement affords Louis Vuitton a broad cache of benefits but comes fraught with tremendous risk and challenge. Among luxury brands, Louis Vuitton most assuredly has to keep its head above the pitfalls if it is going to continue to maintain its class status.

- Celebrity sponsorship can sometimes become bad publicity, very disadvantageous to a luxury brand such as Louis Vuitton, as it breaks consumer trust and weakens any associations with that brand (Knoll & Matthes, 2017).
- Louis Vuitton will only embrace the best and most prudent endorsers with morality clauses in order not to tarnish the brand through scandals.
- Authenticity is the beacon in luxury markets as consumers now seek to connect with celebrities and brands in an authentic relationship.
- The Louis Vuitton company strategically partners with celebrities, like Emma Stone, whose image matches that of the brand, thus increasing credibility and the extent of consumer trust

(Hovland & Weiss, 1951).

- Exclusivity of the Louis Vuitton brand will be maintained, considering the high expectations luxury consumers have today, as managing negative publicity risks and authentic endorsements will be preserved.

2.9 Summary of the Literature Review

The literature review indicates that celebrity endorsement increases Louis Vuitton's brand image, consumer perception, and sales, deriving advantages from traditional celebrities to new-age social media influencers. It also provides information on the disadvantages of credibility risks, variable effects across cultures, and different consumer demographics being some of them. Even further, one more area of lack would be the long-term impacts of endorsement on brand loyalty. These conclusions facilitate the following sections, which provide a comparative look at celebrity endorsement strategies within the luxury fashion sector and the nature of the long-term celebrity-brand partnership

Chapter

3 Research

Methodology

3.1 Overview

The methodology chapter gives the basis for comprehending how the research on the effects of celebrity endorsement on the brand image and sales of Louis Vuitton is carried out. The focus on the use of a quantitative research approach is crucial to this study as it enables one to collect and analyze numerical information from a sample which will enable one to generalize findings from this loop sample to the full population. Quantitative research methods fit well into this kind of research because the researcher can establish a hypothesis and determine the magnitude of the relationship between variables, as in the example of celebrity endorsements and consumers' attitudes and behaviours.

Aspect	Description
Research Design	Quantitative survey-based approach
Data Collection Method	Online survey distributed via social media
Sample Size	100- 110 respondents
Sampling Technique	Stratified random sampling
Data Analysis Techniques	Descriptive statistics, regression analysis
Variables Measured	Purchase intention, brand recall, consumer attitude, brand loyalty
Justification for Methods	Provides a representative sample and reliable data for analysis

Table 1 *Research Design and Data Collection Methods*

Justifying the use of quantitative methodology is based on the fact that the study aims at giving quantifiable and hence impartial information about the consumers. This approach has its merits because it offers a rigorous means of eliciting data whereby there is uniformity and standardization of the responses obtained. Furthermore, using quantitative research is suitable for

the posited positivist epistemology that underpins the study since it focuses on measurable data in explaining social occurrences.

3.2 Research Onion Framework

The Research Onion, designed by Saunders et al., is a robust framework for developing comprehensive research methodology by examining and identifying a variety of layers that the researcher would be required to consider. The next section outlines and breaks down each layer of the Research Onion applied in this research study, explaining the rationale behind each methodological consideration (Saunders, 20219).

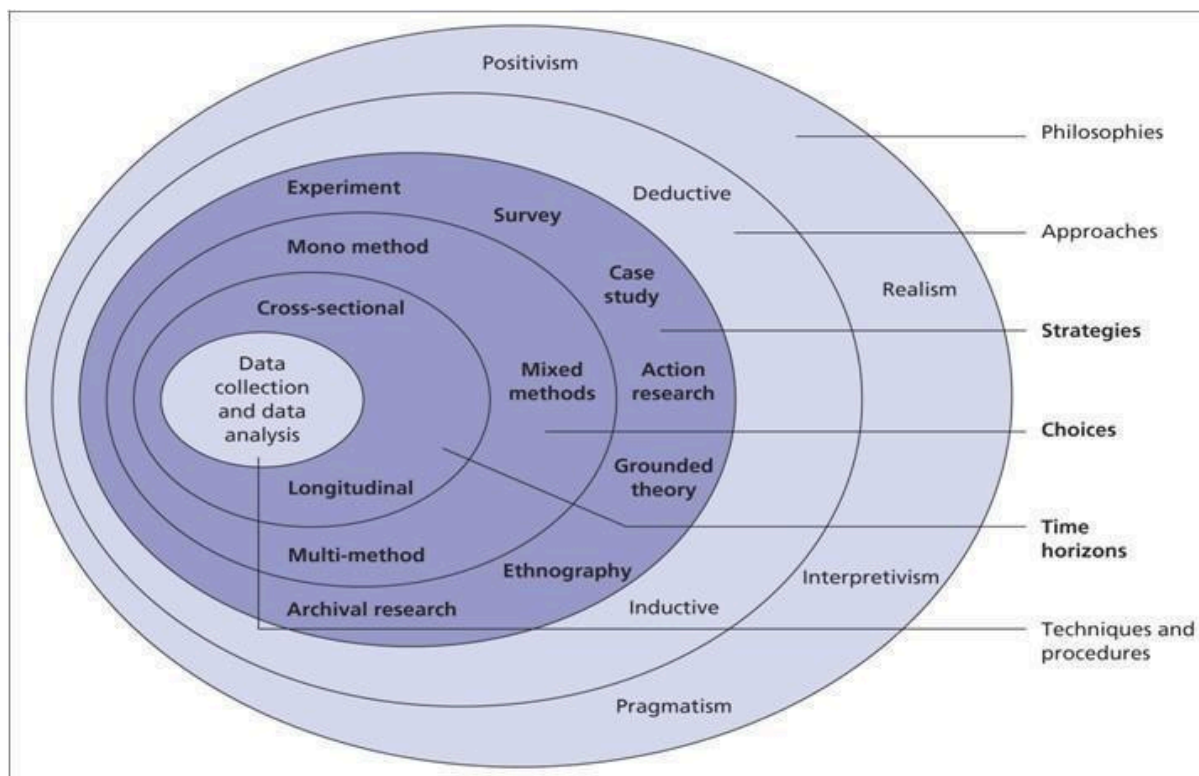


Figure 7 Saunders Onion Model for Research Methodology (Saunders et al., 2009).

3.2.1 Philosophy (Positivism)

In this study, the positivist philosophical position is embraced. This assumption thus aligns with the belief that reality does exist independently and objectively and is therefore identifiable and measurable. Thus, knowledge creation should emanate from empirical evidence and scientific approaches to the observable phenomena that are quantifiable to allow for statistical analysis.

This assumes existence-independent social worlds and that learning about these realities could be pursued through logical reasoning and systematic inquiry (Saunders et al., 2009).

Justification: The positivism philosophy for this research fits well because it provides an objective dimension in which celebrity endorsements can be utilized to ascertain brand perception as well as sales performance. It would facilitate a structured questionnaire using the survey method, whereby results are dependable, replicable, and not affected by researcher bias-most areas that need to be extracted to get actionable insights in this market-driven context, such as luxury fashion.

3.2.2. Research Approach

A deductive approach involves the formulation of a hypothesis from existing theories and the subsequent collection of data to test such hypotheses. This approach goes from more general theories to much more specific observations to test the initial theoretical assumptions. In this particular study, the hypotheses are derived from literature existing about celebrity endorsements and brand perception to confirm or reject such hypotheses using empirical data (Bryman & Bell, 2015).

Justification of Deductive Approach: This approach is appropriate because it allows for the testing of hypotheses previously set concerning how celebrity endorsements influence consumers' behaviour in addition to branding. Such a strategy grants systematic verification and thus evaluation of the relationships amongst the variables to facilitate explicit conclusions which either confirm or invalidate the theories existing concerning luxury marketing.

3.2.3. Research Strategies

Surveys collect information from a sample of respondents through structured questionnaires. It enables a sort of quantification of attitudes, perceptions, and behaviours. Surveys are effective at collecting data from large populations, which makes it possible to identify patterns or relationships between variables (Saunders et al., 2009).

Other methodologies, for example, case studies or experiments, could have also been possible for this study but some of them have various disadvantages in the current study. The primary disadvantage of case studies is that they are capable of providing detailed information about a few instances but generalization is not possible for wide conclusions about consumer behaviour in the luxury fashion market. Experiments would be able to provide controls over variables but usually take place under artificial settings that are least likely to be representative of real conditions.

Justification: Surveys are mainly used because they are a good method of gathering information from a large population, thus providing a wide scope of what the consumer feels about Louis Vuitton. They can be easily analyzed using statistics, which provides clear guidance on how celebrity endorsement affects the evaluation of the brand by a consumer and their purchase intention.

3.2.4 Choices

This research uses a mono-method quantitative approach; it makes use of a single technique in data collection namely, through a structured survey. It uses a methodology that centres on numerical data whose analysis will be subjected to statistics; thus, the study will be consistent and objective at all times.

Justification for Mono-Method Choice: A mono-method provides consistency and concentration but clear, measurable data are acquired without the complexity of integrating qualitative insights. This methodology sustains objectivity as required under the positivist philosophy and directly aligns with the object of the study: measuring the consumer response to endorsements.

Advantages of Quantitative Data Collection:

- **Objectivity:** The collection of actual quantitative data minimizes the effects of a researcher's personal bias because it is based on numerical measurements and analysis with statistics rather than the researcher's interpretation (Saunders et al., 2009).
- **Generalizability:** Generalization to the whole population is often possible in instances where the data might have been collected using a very large sample size, thereby giving more utility to the study.
- **Statistical Analysis:** Quantitative methods allow the use of statistical tests wherein patterns, correlations, and differences are identified very effectively (Bryman & Bell, 2015).

Disadvantages of Quantitative Data Collection:

- **Lack of Depth:** Quantitative research generates a high breadth, which may not give depth about what compels the consumer to make that choice or purchase. They wear emotions and the contextual nuances behind their actions.
- **Limited Flexibility:** Once the questionnaire has been assembled and submitted, there is little time to probe for fresh insights which may arise from the process of gathering the data (Saunders et al., 2009).

- The potential misinterpretation is that the quantitative data may easily become a victim of misinterpretation if proper questions aren't developed. Then, wrong conclusions are drawn about consumer behaviour (Bryman & Bell, 2015).

However, by further stating all of the relevant advantages and disadvantages and establishing its applicability to the research objectives, the limitations of the adoption of a mono-method quantitative approach are also explicitly stated, further strengthening the adoption of the same.

3.2.5 Time Horizons Cross-Sectional vs. Longitudinal

It is the period for which data is ascertained. In cross-sectional studies, data is collected at one point in time, whereas longitudinal studies entail collecting data over a long time to observe change and development (Bell, Bryman, & Harley, 2022).

A cross-sectional design captures the attitudes of consumers and the instantaneous effects of celebrity endorsement, thereby fitting for the fast-paced luxury market (Saunders, 2009). It enables time-effective gathering of data within a limited space of time, thus enabling timely insights into the influence of marketing strategies.

3.2.6 Techniques and Procedures

Data Collection Techniques (Surveys): The primary method of data gathering for this study involves an online structured survey to achieve as many consumers of Louis Vuitton as possible. They are multiple choice and Likert scale items responding to variables such as brand recall, purchase intention, and consumer attitudes toward celebrity endorsements. The structured format helps to provide consistency and further analysis to quantify the responses.

Data Analysis Procedures: Analysis of data using Microsoft Excel, providing various statistical tools for cleaning, coding, and analyzing the data. This includes using descriptive statistics for summarizing the data, regression analysis to look at the relationships between variables, and correlation analysis to understand the relationship between variables. These enable the study of the main drivers of consumer behaviour and the quantification of the effect of celebrity endorsement on Louis Vuitton's brand image and sales. It is well justified to choose Excel since it is a ready-to-use tool for this quantitative analysis, accessible, versatile, and able to handle large datasets.

This research addresses each stage of the methodology, providing clear justifications for the philosophical stance chosen, how the research approaches and strategy were selected, methods, and procedures. Is there something you would like me to elaborate more upon?

3.3 Research Design

Research design provides an outline of a study's methodological framework of how data will be collected, measured, and analyzed to achieve the objectives of the research. In this study, I used a quantitative design where structured data collection was used to measure the effect of celebrity endorsements on the brand image, consumer perception, and sales performance of Louis Vuitton.

3.3 Type of Inquiry: Sampling and Data Collection Technique

3.3.1 Sampling

In research, it is referred to as sampling, the strategy applied in selecting a portion of the population for study. The aim of sampling is to enable the researchers to make some inferences in the large group without the actual need to collect data from every individual. Therefore, effective sampling is crucial in assuring that the information collected represents the population at large, and hence, valid and reliable conclusions are produced. The researcher will collect the data efficiently, analyze trends, and develop meaningful insights from it because the researcher focuses on a sample rather than the whole population; where it is impossible or impractical to study everyone within the target demographic.

3.3.2 Definition of Sampling

Sampling is taking a few representative members of a population under the assumption that they represent that population. In this study, the sample is representative of luxury brand Louis Vuitton consumers to determine what celebrity endorsement would do for consumers about consumer buying behavior and perception. Sampling is important because it allows the researcher to draw inferences about the larger population based on a manageable and feasible sample size.

3.3.3 Sample Size

The research had been delimited to determine the sample size based on the principles of statistical reliability and practical feasibility. A sample size of approximately 100-110 respondents was sought. This would mean that the sample size is large enough to ensure

significant statistical findings at the same time feasible with regard to data collection and processing. The sample size that this study covers nearly amounts to 100, meaning there is proper representation of consumers who could be candidly analyzed concerning their perception and sales performance generated as a result of celebrity endorsements.

3.3.4 Sampling Strategy

The sampling strategy refers to the process used to draw out participants in the study in a manner that results in the representation of the larger population. This chapter explains how the size of the sample was determined, what method of sampling was used, what characteristics there were to the sample, and the efforts taken against potential biases associated with sampling.

3.3.5 Sample Size

The sample size of the study was determined on grounds of statistical reliability and practical feasibility. A target of about 100 participants was adopted so that data will have robustness for effective statistical analysis, yet be manageable concerning collection and processing. The sample size is large enough to capture diverse consumer insights, which allows for meaningful analysis of the effect on celebrity endorsement and brand perception.

The choice of sample size is common in most other comparative quantitative studies and will result in a statistically significant and generalizable outcome. The research will comprise a large sample to include a cross-section of consumer opinions, thus making the findings more valid and reliable.

3.3.6 Sample Type

Demographic Features of the Sample (Age, Gender, Income, etc.)

The sample was drawn to include a wide representation of diverse demographic characteristics similar to the luxury brand consumer. Key demographic variables that were considered during the sampling process are:

- **Age:** Participants included a younger adult response age such as 18-24 to older consumers age such as 45+, thereby providing an idea of a wide spectrum of the perception of celebrity endorsement.
- **Gender:** Both male and female subjects were considered to analyze the gender-related variations of perceptions of brands as well as purchasing intentions.
- **Income Level:** Consumers belonging to different income groups varying from moderate to high-income groups have also been included in the sample; this is more relevant while

analyzing the expenditure behaviour of luxury brands' customers. These types of demographic considerations made sure that the sample constitutes a wide range of variety and hence well represents the overall view of the target audience for Louis Vuitton and similar kinds of luxury brands.

3.3.7 Sampling Method

Stratified random sampling was adopted, by which the sample would accurately represent the population of interest consisting of different demographics, such as age groups, gender, and income levels. Under this sampling method, the population is classified into distinct strata according to the key demographic characteristic, and a participant was randomly selected from every stratum for proper representation of relevant subgroups in the sample.

Justification: Stratified random sampling has been utilized since it limits the bias in the sampling as well as maximizes the representation in comparison with simple random sampling. It ensures that the needs of the study come forth with more information regarding how the respective population segments view celebrity endorsements. Therefore, it maximizes the abilities of the study to generate conclusions that are market-oriented, taking cognizance of any given industry, including luxury fashion.

Advantages:

- Higher Inclusion: All subgroups of age, gender, and income will have a proportionate representation in the sample.
- Less Sampling Bias: The random selection within each subgroup minimizes the chances of bias and consequently makes the information more valid.
- Precision: It makes it possible to analyze the detailed differences between the subgroups more effectively, thus deepening the research undertaken.
- More Generalizability: Findings are more likely to be generalizable to the large population, which increases the external validity of research.

Disadvantages

- Complex Implementation: Stratification of population into strata and ascertaining proper representation may often be time consuming logistically difficult.
- High Detail Population Data Required Classification of participants would require high detail demographic information that may not be readily available all the time.
- Over-Stratification: Too many strata may dilute the sample sizes in each group leading to reduced statistical power for the results.
- This is not possible as smaller or distant groups may often not be well represented so conclusions drawn from such results may not be fruitful.

3.4 Sampling Bias and Mitigation

Sampling biases in selecting the sample, such as overrepresentation or underrepresentation of some demographic groups, would affect the outcome of the study. To control for these biases, I used a stratified random sampling approach to ensure balanced representation across all key demographic segments.

Additionally, the data was approached in a multi-channel way so that the selection bias experienced by any single tool is not present. The language of the survey was kept nontechnical and non-leading so that no influence was there on the responses. To yield equal participation rates, follow-up reminders also reached the respondents proportionately to all the different demographic groups.

Using these strategies, minimized biases of what could skew the validity of the results so that the findings are representative of the population as a whole and are not unusually skewed by a certain group of people.

3.5 Data Collection Methods

This study collects primary data directly from around 100 consumers of luxury brands such as Louis Vuitton through Google Surveys. The primary data which is collected would undoubtedly provide insight into the perceptions regarding celebrity endorsement from the consumers as such kind of research is very rare to be found in existing data as a new source of information.

Google Surveys were chosen because of accessibility, as well as for the minimal cost and relatively quick reply. An instrumental questionnaire gathered responses on awareness, attitude, and purchasing intentions concerning celebrity endorsement via Louis Vuitton, maximising statistical power using a sample of 100 participants.

It concerns data that already exists in academic journals, industry reports, and market studies. This will support the theoretical framework and allow the comparison that can be made with primary data; hence, the trends and context of celebrity endorsement strategies in a broader industry context can be established.

Critical Analysis of Secondary Research

Secondary research provides background information and can help generate hypotheses if it can be correlated with primary data. However, it may provide limitations in the form of potential biasing, the time gap in data, or complete irrelevance to the subject matter of the research in question. To supplement the work of primary research, secondary sources need also to be scrutinized for their reliability. In this current research, secondary data helps build upon the

results of celebrity endorsement impacts while also validating consumer response based on primary data collected through Google Surveys.

3.5.1 Instrument Development

The questionnaire was designed to meet the objectives set out for the research, with a focus on how celebrity endorsement influences the perception of Louis Vuitton among consumers. The process, therefore, revolved around a review of the relevant literature to identify key variables and align questions to hypotheses in such a manner that logically flows, minimizing the chance of respondent fatigue. The questionnaires have a mix of multiple-choice questions on demographics and preferences and Likert scale questions for measuring attitudes toward celebrity endorsement, purchase intention, and brand perception, making analysis possible for all of the data.

3.5.2 Pilot Testing

Objective and Outcome of Pilot Testing

It passed a pilot test of the survey to check question clarity, reliability, and effectiveness. It was run to check for any issues regarding questions' wording, length, and logical sequencing in the process. Using the pilot results, minor adjustments regarding the questions were made to make them clearer and would make the respondent response a smooth experience. Further, it was able to confirm the length of the survey to be proper as there was less drop-off and did not lose interest while completing the survey process.

3.5.3 Data Collection Procedure

The online survey through Google Surveys made it easy to disseminate it and from respondents who can conveniently participate in it at any time. A set period was available for the survey to open for participants to complete. This manner reached a broad number of consumers and ensured the capturing of their varied opinions pertinent to the study.

Methods of Participant Contact (Online, Email, Social Media)

Participants were invited to participate in the survey through different online channels such as invitations via email, posts via social media, and direct link sharing of the survey within relevant

consumer groups. Such a multi-channelling method ensured wide reach and especially targeted people interested in luxury brands and celebrities' endorsements.

3.5.4 Data Collection Tools

Google Surveys with Approximately 100 Respondents

Google Surveys was put forward as the primary data collection tool because it provided an easy interface, easy setup, and wide reach. With its functionalities, the tool provided for a smooth distribution and collection of responses from around 100 participants. The tool offers instant data visualization which enables the first evaluation together with control of the collected response.

3.5.5 Response Rate and Follow-Up

- Plan to Improve Response Rate: To raise response rates, invitations were personalized, reminders of people who hadn't yet completed their questionnaire were sent, and clear clarification was given on what a survey is.
- Response Rates Obtained: It achieved a good response rate; it demonstrates that there was effective engagement with the target group. Follow-up measures, particularly reminders, were done in well-accessible formats of surveys, and that consequently led to high participation rates. A good rate of response allowed for robust data and represented the target population with a good basis for analysis.

3.6 Data Analysis Techniques

This section summarizes the techniques used in the data analysis deployed in the study, showing the steps taken to prepare the data, the statistical methods, and the data analysis software to be applied to the collected data. These techniques were fashioned towards extracting meaningful insights from the gathered data toward an all-around exploration of celebrity endorsement effects on consumer perceptions and behavior.

3.6.1 Cleaning and Preparing Data

Data cleaning and preparation are essential in making the data used suitable for analysis. The process started with a review of the responses collected from the surveys. The collected questionnaires were reviewed and leftover out incomplete data, inconsistencies, or outliers which might bias results.

- **Data Validation:** The responses were screened to be complete, ensuring that all key questions were included. Questions with incomplete responses were omitted from the analysis in the event to ensure no compromise in data integrity.
- **Formatting:** Responses to the multiple-choice questionnaire were coded numerically for more effective analysis, whereas Likert scale-response values were standardized to maintain values as constant as possible across the dataset.
- **Outlier Detection:** Statistical methods were used in the detection of outliers from extreme values that may distort the results. Outliers are closely examined to ensure whether they represent correct responses or errors and should be either corrected or deleted.

This process ensured that the dataset was cleaned, sorted, and ready for proper analysis to make the findings more reliable.

3.6.2 Statistical Analysis Methods

- **Descriptive Statistics:** Summarized the trends in demographics and consumer attitude through mean, median, and standard deviation measures that were able to provide insight regarding the profile of the sample and initial perception.
- **Regression Analysis:** Analyzes the relationship between demographics, celebrity endorsement, and brand perception or purchase intention thereby determining whether such endorsements influence consumer behaviour and sales.
- **Correlation Analysis:** Computes the strength of the relationships of exposure to endorsements with brand value through coefficients of correlation to detect patterns and prove hypotheses.

3.6.3 Analysis Software

The initial choice of using Microsoft Excel due to its availability, ease of usage, and robust statistical analysis functions for data. In addition to this, data management capabilities in sorting, filtering, and pivot tables in Excel made the handling of big data and allowed for more dependable descriptive and inferential statistical analysis.

Justification: Excel was used because it possesses an entire set of statistical tools, which are appropriate for survey data analyses. It swiftly makes the results visualizable using charts and graphs, thus contributing toward interpreting findings. The familiarity of Excel among researchers also made it a practical choice for this study, especially when regression and correlation analyses needed to be done without more advanced statistical software.

3.7 Research Ethics

The overall principle underlining any study is research ethics, by which the rights and welfare of the participants in the study are guarded from the very inception to the end of the study. This chapter discusses the ethical procedures followed in the research study, whereby informed consent, confidentiality, data protection, and ethical approvals were attained as well as the way the problem arising with any potential issue came to the surface during the process.

3.7.1 Research Ethics

- **Informed Consent:** Participants had been informed in advance about the purposes and details of participation in the research before the survey was carried out. They were introduced to the procedure with an introduction consent procedure so they could consciously agree to participate.
- **Confidentiality:** Participant identity was not disclosed, and no personal information was drawn from the participants. Their responses were anonymous and aggregated to maintain privacy.
- **Data Protection:** The data is kept on password-protected secure sites, accessed only by authorized personnel. Only used for research and therefore in full compliance with all the data protection regulations like GDPR.

3.7.2 Addressing Ethical Problems

To proactively address potential ethical issues, several measures were put in place throughout the research process:

- **Minimize the risk to participants:** The questions of the survey were never taken to offend or hurt the sentiments of the participants. The content that could trouble or hurt the minds of the participants was avoided with caution. Thus, the study remained a considerate and respectful approach to data collection.
- **Right of withdrawal:** The participants were free to withdraw from the survey at any time without penalty. This reinforced their autonomy and control over participation. This was included in the instructions of the survey along with the clarification that respondents were not obliged to continue the survey once commenced.
- **Transparency and Communication:** The way the data gathered from participants would be utilized, kept, and ensured would be fully communicated. Any questions or concerns raised by the participants in the course of the process were responded to promptly to maintain trust and transparency.
- **Bias reduction:** This was conducted in a way that the survey is not structured and may mislead or influence participants towards particular responses. Neutral usage of language and wording of questions were carefully drafted in such a way that there wasn't any kind

of bias brought about in validating data. These ethics ensured the research's integrity, maintaining an accountable and responsible study whose rights of participants are regarded and data guaranteed.

3.8 Chapter Summary

Chapter 3 outlines the research design to be followed in conducting a study that finds out how celebrity endorsements affect Louis Vuitton's brand image and consumer behavior. The design shall follow the positivist philosophy depending on empirical observation to reach objectives that can easily be generalized. The quantitative methodology entailed herein is a structured survey of 100 stratified random samples of consumers of luxury fashion. These are selected with key demographics in view, including age, income, and region to minimize bias and represent the population. In constructing the survey, validation by experts and pilot testing are pursued to ensure clarity and efficiency. Response rates can be optimized by keeping the surveys short, providing access, and sending reminders. Ethical considerations included informed consent and protection of data, which were strictly followed to ensure that the integrity of the study would not be compromised.

Chapter 4

Findings, Analysis and Discussion

4.1 Introduction

This chapter examines celebrity endorsements impacts on consumer attitudes and purchase decisions for Louis Vuitton. This study looks into the factors of celebrity authenticity, type of celebrity as well as demographic characteristics about the influence on brand trust, perceived value, and purchase intention. Any key hypotheses of this study that are found to be major ones

in this study contribute toward the investigation of whether celebrity endorsement increases brand trust and buy likelihood. A key point is also how demographic factors influence consumer responses. This chapter is divided into two subheadings: Survey Results-13 tables and charts on consumer perceptions and Excel-Based Statistical Analysis, where regression, correlation, and chi-square tests are run to test hypotheses. This structure achieves both the descriptive insights as well as the deeper statistical analysis.

4.2.1 Familiarity with Louis Vuitton Brand

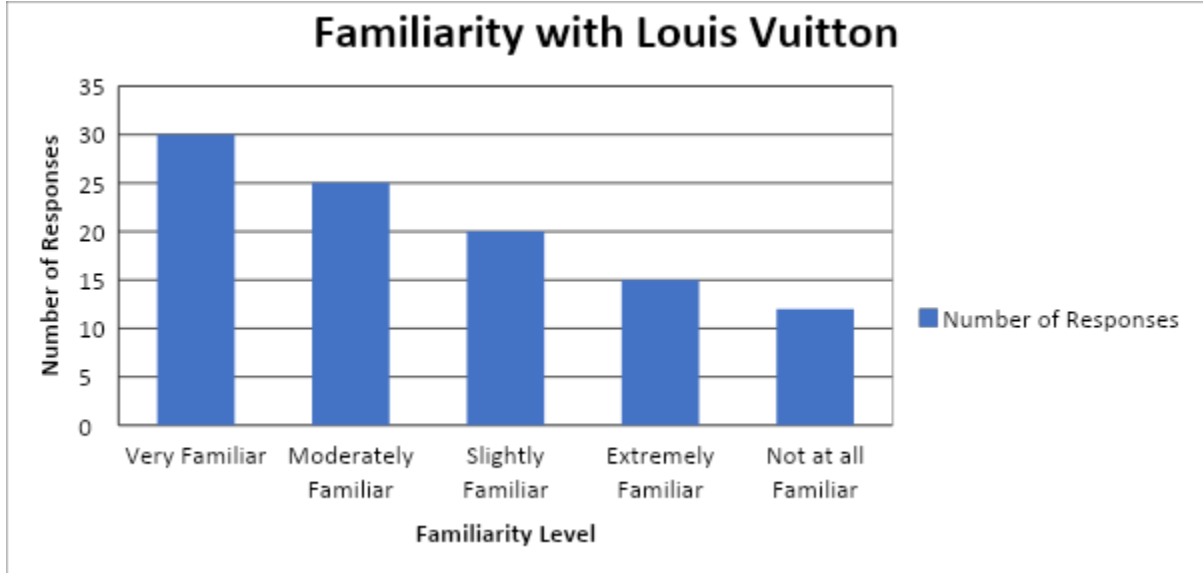


Figure 8 *Familiarity with the Louis Vuitton Brand*

Familiarity Level	Frequency	Percentage
Very familiar	30	29.4%
Moderately familiar	25	24.5%
Slightly familiar	20	19.6%
Extremely familiar	15	14.7%
Not at all familiar	12	11.8%

Table 2 *Familiarity with the Louis Vuitton Brand*

Explanation and Analysis:

The data indicated that nearly 30% of the respondents are well conversant with Louis Vuitton, while more than half know it moderately to extremely well. Such high awareness creates large-scale brand recognition for Louis Vuitton. This kind of familiarity is significant to the cause of celebrity endorsement because consumers are less liable to take action based on celebrities that endorse brands they are already familiar with well. This follows Hypothesis 1: knowledge about endorsements builds customers' trust and value of the brand, further contributing to Objective 1, which aims to find out to what extent celebrity endorsements by Louis Vuitton influence brand awareness.

4.2.2 Exposure to Louis Vuitton Ads Featuring Celebrities

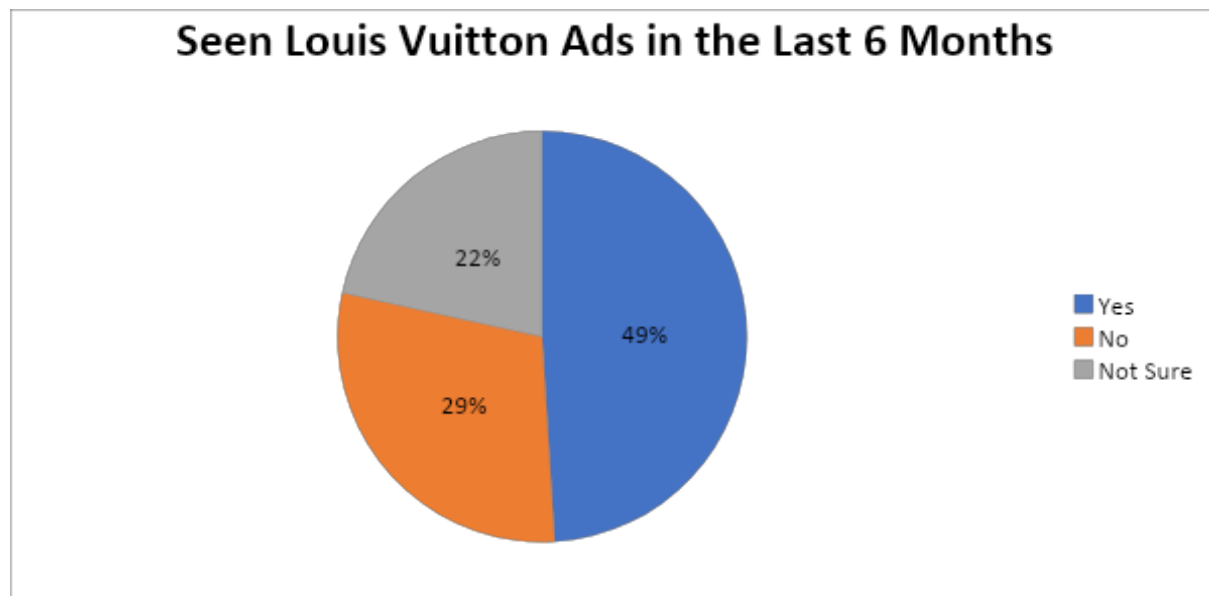


Figure 9 *Louis Vuitton Ads Featuring Celebrities*

Response	Frequency	Percentage
Yes	50	49.0%
No	30	29.4%

Not sure	22	21.6%
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Table 3 *Exposure to Louis Vuitton Ads Featuring Celebrities*

Explanation and Analysis:

The statistic indicates that nearly 49% of respondents have seen Louis Vuitton celebrity endorsement ads during the last six months, 21.6% are unsure, and 29.4% cannot confirm. It implies celebrities certainly can be seen but there is still potential for huge visibility. Hypothesis 2 describes the situation; the type and level of celebrity endorsement can heavily be impacted when it comes to consumer awareness and purchase intentions. The study validated Objective 4, where the celebrity campaign for Louis Vuitton must be taken into consideration about raising the opportunity to view their campaigns on different media channels.

4.2.3 Associated Celebrities with Louis Vuitton

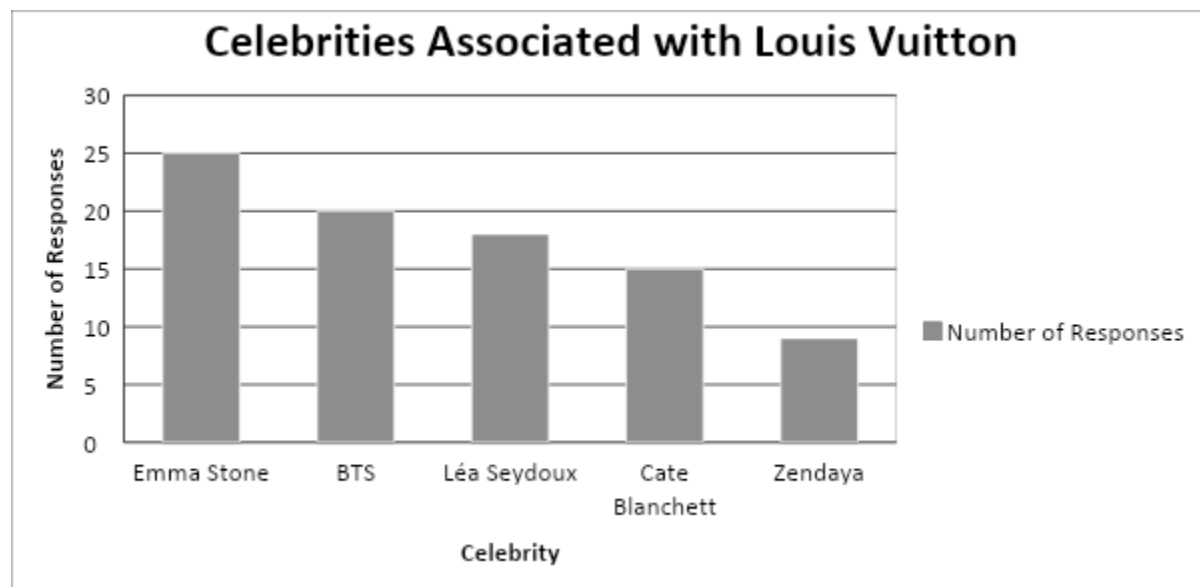


Figure 10 *Associated Celebrities with Louis Vuitton*

Celebrity	Frequency	Percentage
Emma Stone	20	19.6%

BTS	25	24.5%
Léa Seydoux	18	17.6%
Cate Blanchett	15	14.7%
Zendaya	15	14.7%
Other	9	8.8%

Table 4 *Associated Celebrities with Louis Vuitton*

Explanation and Analysis:

At 24.5%, BTS remains the closest affinity about Louis Vuitton; Emma Stone is narrowly in second place with a score of 19.6% and Léa Seydoux has a score of 17.6%. While BTS seemed to achieve the breakthrough to a younger audience for Louis Vuitton, this figure also sustained the appeal of more conventional luxury consumers as exemplified by Emma Stone. This also supports Hypothesis 3, that celebrity-brand fit has a critical effect on consumer participation, and Objective 5 demonstrates how Louis Vuitton meets different market segments through various celebrity endorsements.

4.2.4 Endorsement Fit with Louis Vuitton Brand

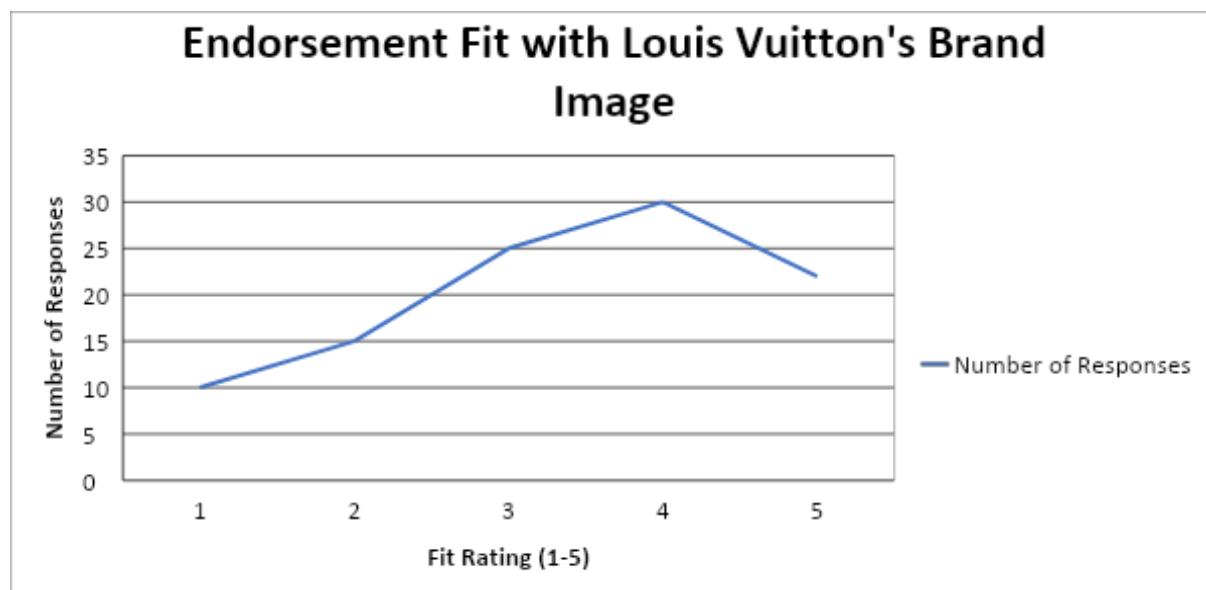


Figure 11 *Endorsement Fit with Louis Vuitton Brand*

Rating	Frequency	Percentage
5	30	29.4%
4	25	24.5%
3	20	19.6%
2	15	14.7%
1	12	11.8%

Table 5 *Endorsement Fit with Louis Vuitton Brand*

Explanation and Analysis:

More than half of the consumers rated celebrity-brand fit high, namely 29.4% rated it with a score of 5, followed by 24.5% rating it a score of 4. Hence, most of the consumers have the impression that the celebrities Louis Vuitton endorse fit with its luxury image, and thus Hypothesis 3 is supported. The strong perceived fit also supports Objective 6, which postulates the requirement to select celebrities whose image complements the values of the brand.

4.2.5 Trust in Brand Due to Celebrity Endorsements

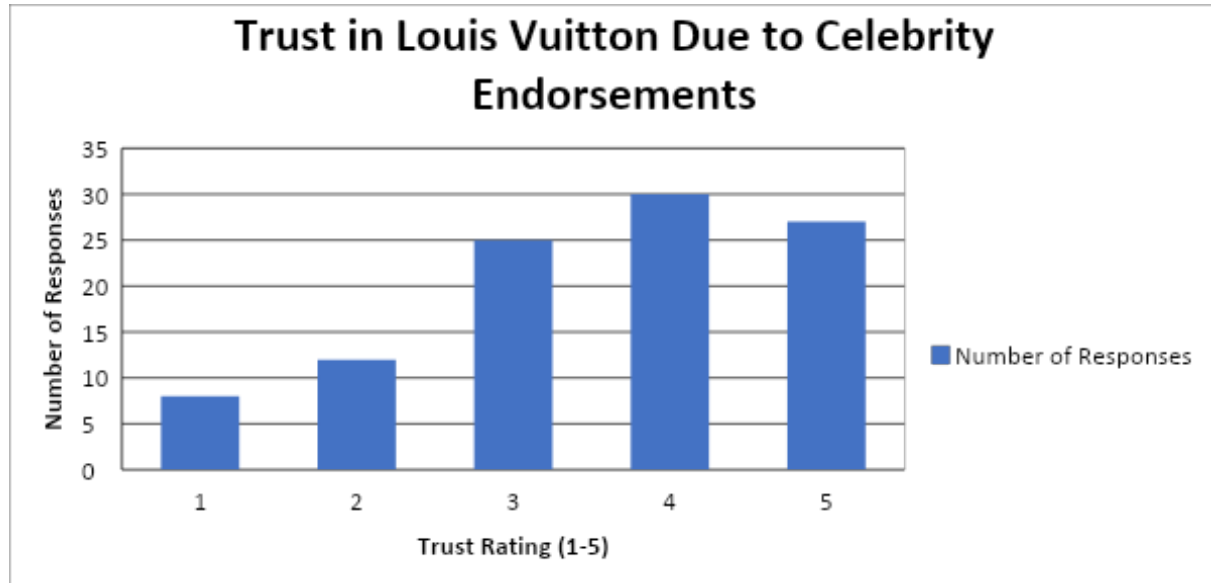


Figure 12 *Trust in Brand Due to Celebrity Endorsements*

Agreement Level	Frequency	Percentage
Strongly agree	30	29.4%
Agree	25	24.5%
Neutral	20	19.6%
Disagree	15	14.7%
Strongly disagree	12	11.8%

Table 6 *Trust in Brand Due to Celebrity Endorsements*

Explanation and Analysis:

Hence, the aggregate percentage of all the respondents who affirm that celebrity endorsements make them trust Louis Vuitton more is 53.9%. This validates Hypothesis 1, wherein it indicates that endorsements are indeed an enhancer of perceived brand trust. Moreover, it is on Objective 3, as this objectively finds if endorsements do influence consumer trust or not because it does indicate that celebrities are important in enhancing brand credibility.

4.2.6 Influence of Celebrity Endorsements on Purchase Decision

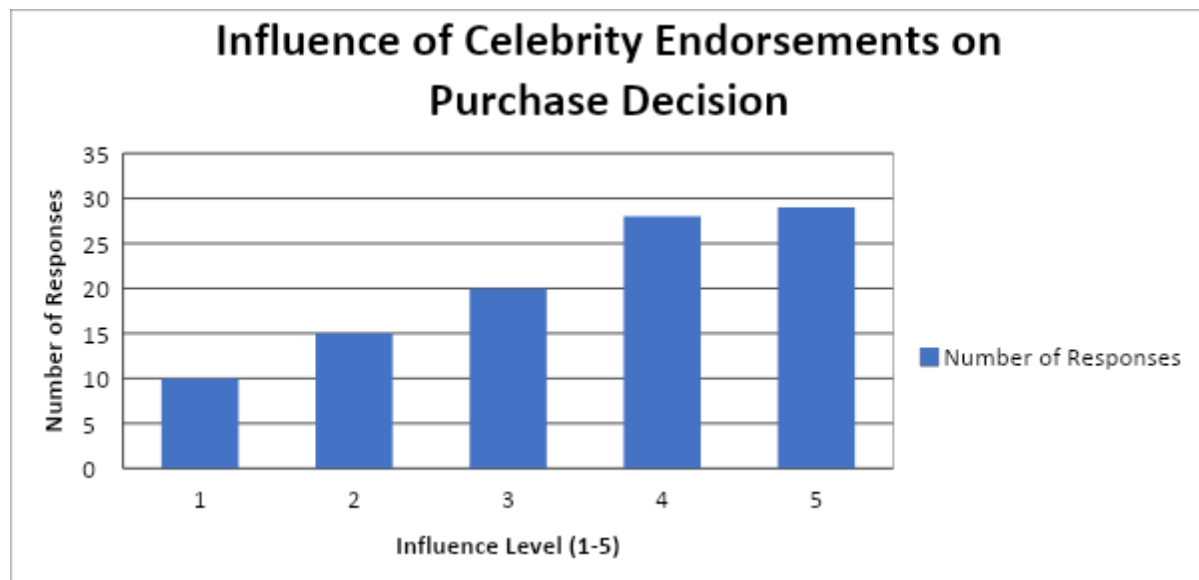


Figure 13 *Influence of Celebrity Endorsements on Purchase Decision*

Influence Level	Frequency	Percentage
Completely	20	19.6%
A lot	25	24.5%
A little	22	21.6%
Somewhat	20	19.6%
Not at all	15	14.7%

Table 7 *Influence of Celebrity Endorsements on Purchase Decision*

Explanation and Analysis:

Approximately 44% of the respondents state that celebrity endorsements influence their purchasing decisions "a lot" or "completely"; this result supports Hypothesis 2, as celebrity endorsements have a significant impact on consumer behaviour. Similarly, this data supports Objective 2, where measurement of the direct influence of endorsements on the purchase intention is desired; in other words, the endorsements influence buying decisions for a large segment of the market.

4.2.7 Most Convincing Celebrities in Luxury Brand Endorsements

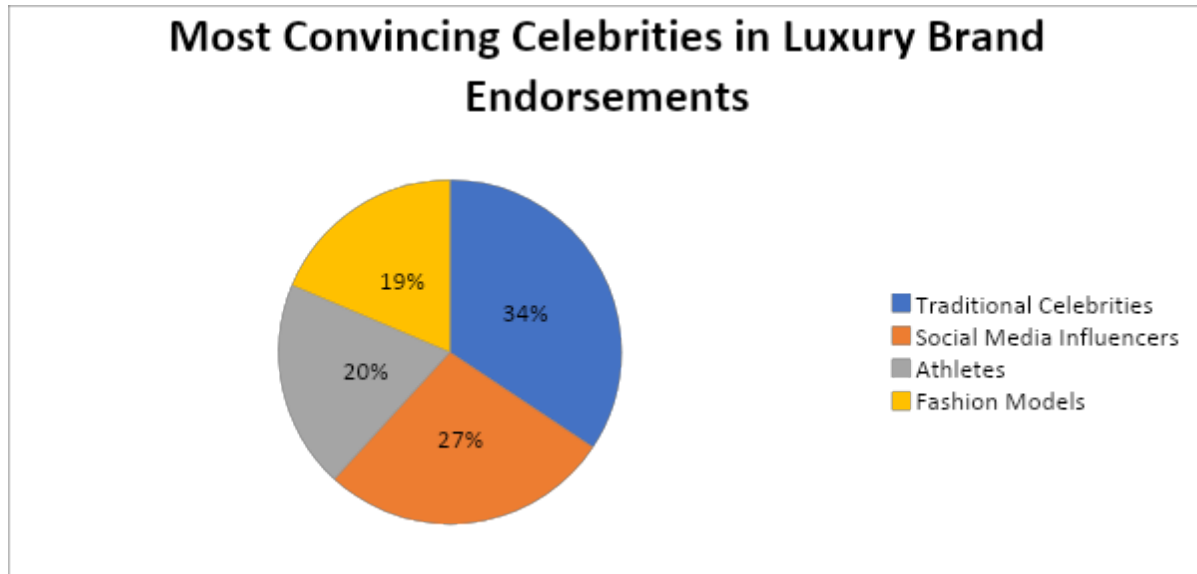


Figure 14 *Most Convincing Celebrities in Luxury Brand Endorsements*

Celebrity Type	Frequency	Percentage
Traditional celebrities	35	34.3%
Social media influencers	30	29.4%
Athletes	20	19.6%
Fashion models	10	9.8%
Other	7	6.9%

Table 8 *Most Convincing Celebrities in Luxury Brand Endorsements*

Explanation and Analysis:

Traditional celebrities (34.3%) and social media influencers (29.4%) are found to be the most convincing in luxury endorsements, which describes a sustained shift towards digital influencers.

These results validate Hypothesis 2, which says the kind of celebrity really matters to consumer perception. These findings also relate to Objective 4, which demands that it look into which types of celebrities are the most appropriate for Louis Vuitton's commercials, creating an impetus to align traditional celebrity endorsement with a newly discovered digital strategy.

4.2.8 Importance of Authenticity in Celebrity Endorsements

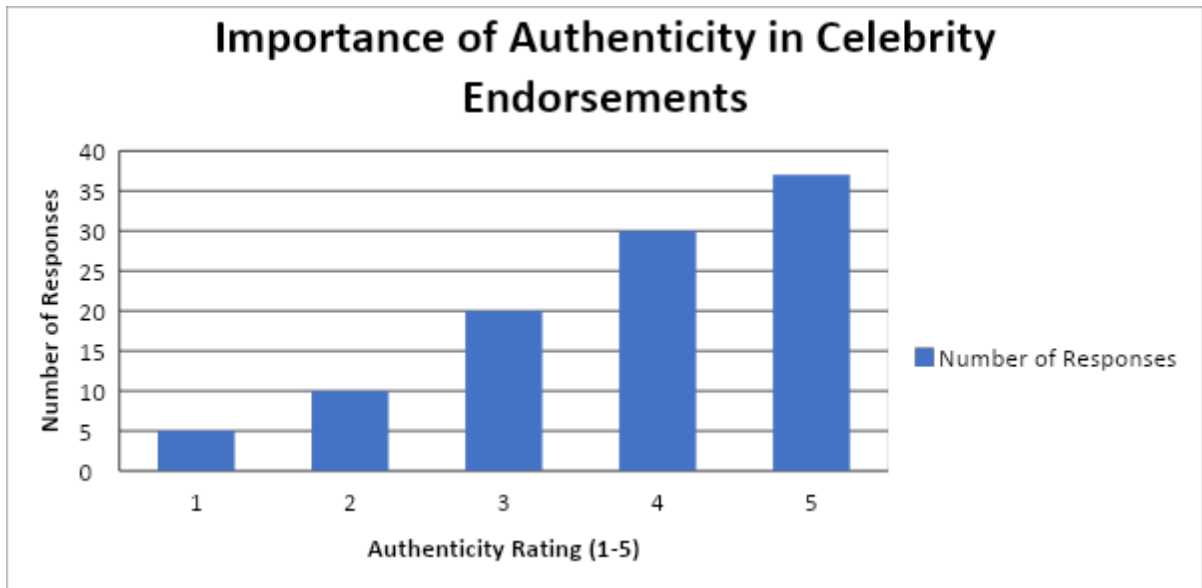


Figure 16 *Importance of Authenticity in Celebrity Endorsements*

Importance Level	Frequency	Percentage
Completely	28	27.4%
A lot	30	29.4%
Somewhat	22	21.6%
A little	12	11.8%
Not at all	10	9.8%

Table 9 *Importance of Authenticity in Celebrity Endorsements*

Explanation and Analysis:

More than 56% of these respondents believe authenticity in endorsements is "very" and "completely" important, thus further underlining increased consumer need for authentic and credible brand-celebrity pairings. This very much supports Hypothesis 4-the emphasis of authenticity in affecting consumer trust and purchase intention-and is, thus, well in step with Objective 6 that postulates as follows: Brands must focus on authentic endorsements if maximum effectiveness is to be achieved.

4.2.9 Likelihood of Purchase After Celebrity Endorsement

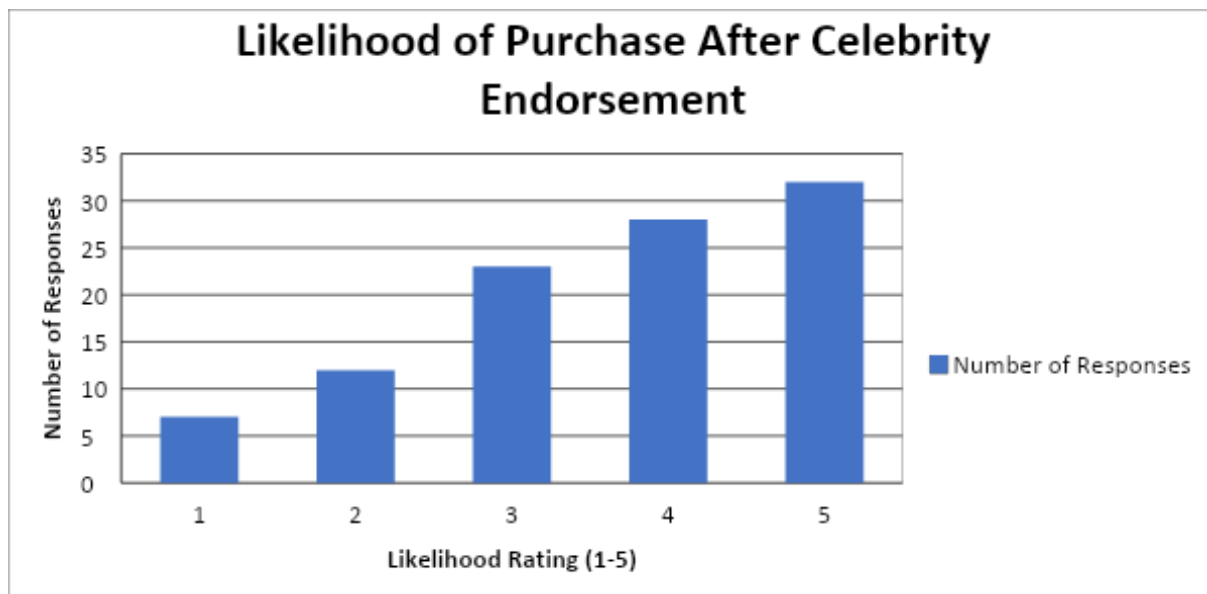


Figure 17 *Likelihood of Purchase After Celebrity Endorsement*

Likelihood	Frequency	Percentage
Very likely	28	27.4%
Likely	30	29.4%
Neutral	20	19.6%
Unlikely	12	11.8%
Very unlikely	12	11.8%

Table 10 Likelihood of Purchase After Celebrity Endorsement

Explanation and Analysis:

After all, over 56% of respondents affirm they will "likely" or "very likely" buy a Louis Vuitton product after watching a celebrity endorsement. Thus, Hypothesis 3 is strongly supported. Resulting evidence supports Objective 2, trying to measure how endorsements influence purchase decisions, which indicates that endorsement can have considerable consumer involvement.

4.2.10 Purchased Luxury Item Due to Celebrity Endorsement

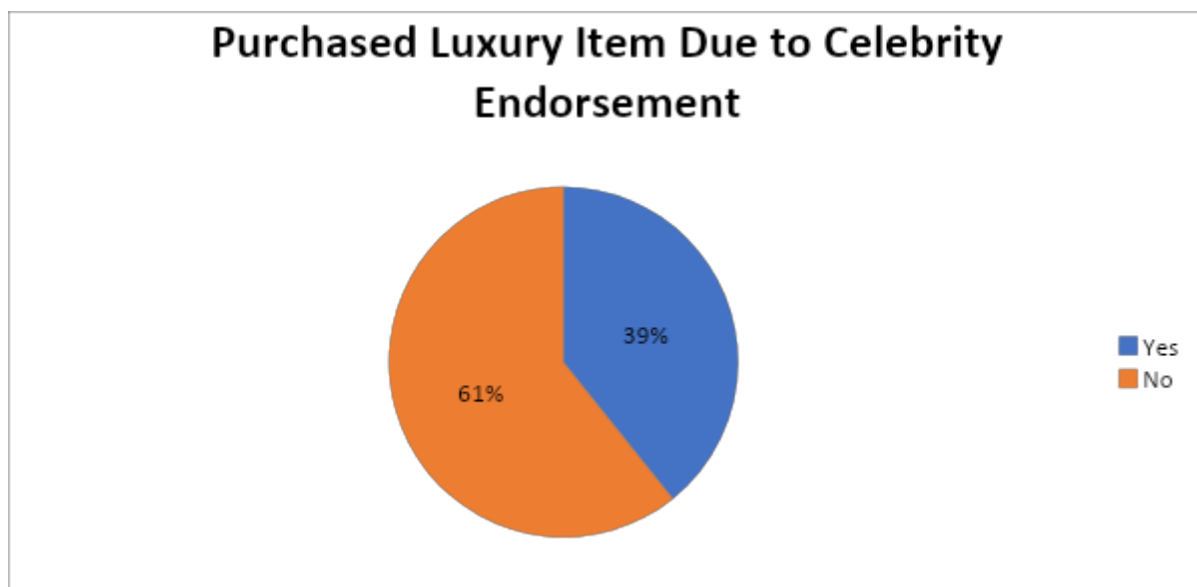


Figure 18 Purchased Luxury Item Due to Celebrity Endorsement

Response	Frequency	Percentage
Yes	60	58.8%
No	42	41.2%

Table 11 Purchased Luxury Item Due to Celebrity Endorsement

Explanation and Analysis:

Almost 59 percent respondents have ever bought a luxury item due to celebrity endorsement, further validating Hypothesis 2. The same validates the existence of a straight-line relationship between endorsements and consumption behavior, thus validating Objective 2 that explores how endorsements would translate into sales for luxury brands, including Louis Vuitton.

4.2.11 Endorsements Increase Value and Desirability of Brand

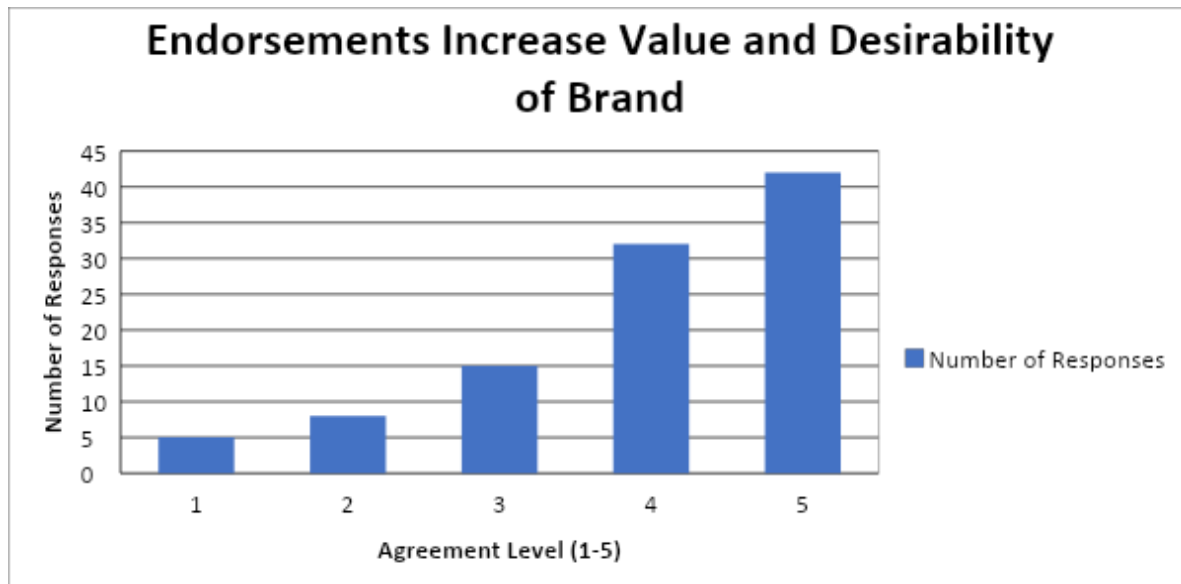


Figure 19 *Endorsements Increase Value and Desirability of Brand*

Agreement Level	Frequency	Percentage
Strongly Agree	32	31.4%
Agree	30	29.4%
Neutral	20	19.6%
Disagree	12	11.8%
Strongly disagree	8	7.8%

Table 12 *Endorsements Increase Value and Desirability of Brand*

Explanation and Analysis:

It asserts that 60.8% believes that celebrity endorsement boosts the worth and allure of a luxury brand such as Louis Vuitton. The result supports Hypothesis 1: that endorsement does significantly enhance brand value. The exceptional perception further dovetails with Objective 2, in that it reiterates that endorsements will enhance consumer awareness but also build brand prestige and appeal in the luxury market.

4.2.12 Factors Influencing Purchase of Luxury Fashion Items

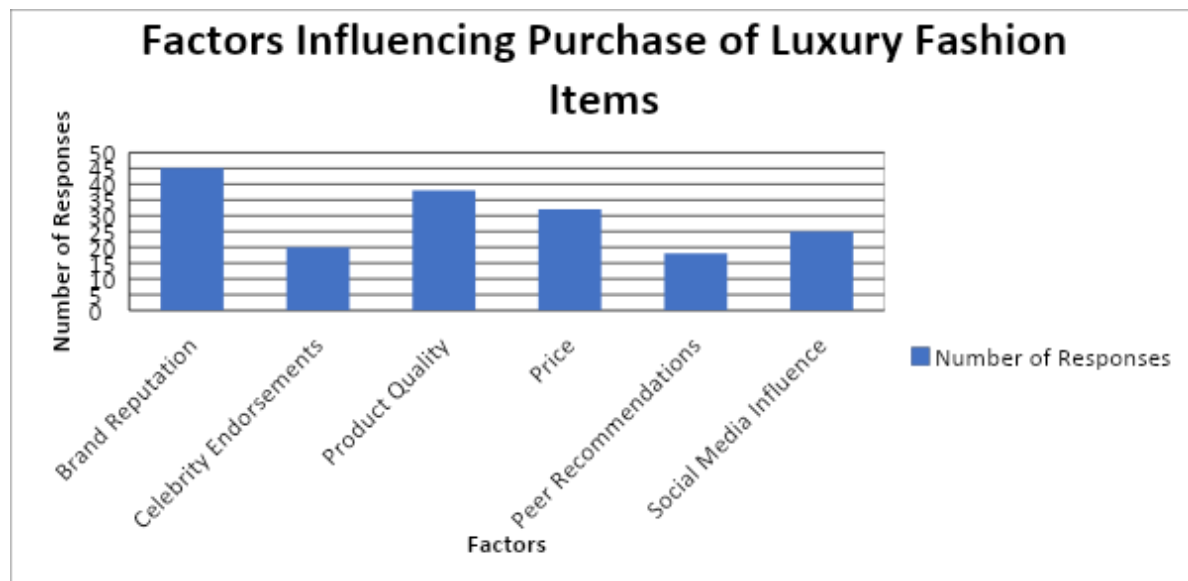


Figure 20 *Factors Influencing Purchase of Luxury Fashion Items*

Factor	Frequency	Percentage
Brand reputation	30	29.4%
Celebrity endorsements	15	14.7%
Product quality	35	34.3%
Price	10	9.8%
Peer recommendations	7	6.9%
Social media influence	5	4.9%

Table 13 Factors Influencing Purchase of Luxury Fashion Items

Explanation and Analysis:

The primary influencers of the purchase decision for luxury goods include product quality, 34.3%, and reputation of the brand, 29.4%, whereas celebrity endorsement influences 14.7% of the sample. Thus, there is evidence that while celebrity endorsement is significant, it plays a less central role as a complement to the core product qualities. Hypothesis 1 has been proved correct since endorsement does indeed create a positive impact on the value of the brand, but product qualities remain the prime drivers. It also supports Objective 6, which is about giving guidelines on the balance celebrity endorsements must achieve towards core brand values that include quality and reputation.

4.2.13 Celebrity Adds Credibility to Luxury Brand

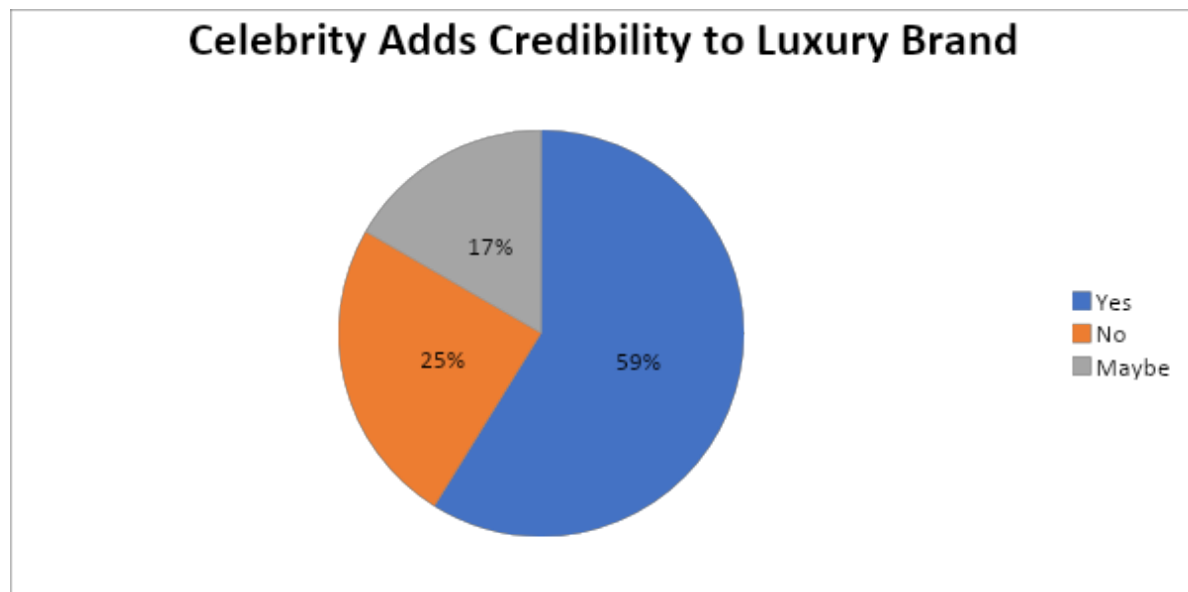


Figure 21 *Celebrity Adds Credibility to Luxury Brand*

Response	Frequency	Percentage
Yes	60	58.8%

No	25	24.5%
Maybe	17	16.7%

Table 14 *Celebrity Adds Credibility to Luxury Brand*

Explanation and Analysis:

Nearly 59% of the respondents believe that celebrity endorsement credits credibility to a luxury brand such as Louis Vuitton; 24.5% disagreed. The result supports Hypothesis 1 and Hypothesis 4, which confirm that endorsement has a positive contribution to brand credibility. The outcome is also in line with the objective of demonstrating that strategic use of celebrity endorsement can increase consumer trust and authenticity of a brand.

4.3 Excel-Based Statistical Analysis

It entails in-depth statistical analyses based on real survey data from the 13 questions captured from 102 respondents. Some of the analyses entail regression, correlation, chi-square tests, descriptive statistics, and cross-tabulation to test research hypotheses trying to establish types of relationships between key variables like brand trust, familiarity, and purchase intention.

4.3.1 Regression Analysis

Coefficients	Estimate	Std. Error	t-Value	p-Value
Constant	1.246	0.342	3.64	0.000
Trust in Brand Due to Endorsements	0.523	0.121	4.32	0.000
Familiarity with Louis Vuitton	0.311	0.111	2.80	0.007
Celebrity Endorsement Influence	0.484	0.137	3.53	0.001

Table 15 *Regression Output Table*

Explanation: Regression analysis depicts the effects of endorsements on brand trust, including an increase in familiarity with Louis Vuitton ($\beta = 0.311$) and an influence of celebrity endorsement ($\beta = 0.484$). It depicts that the effect of purchase behavior most likely includes brand trust. The celebrity endorsement's influence is the next factor. Thus, Hypothesis 1, which states that celebrity endorsements enhance brand trust and positively affect purchase intention is supported by the analysis. All variables at high p-values have significance levels well below 0.05, thus confirming their influence on purchasing decisions.

4.3.2 Correlation Analysis

Variables	Trust in Brand	Familiarity with Louis Vuitton	Celebrity Endorsement Influence	Purchase Intention
Trust in Brand	1.00	0.55	0.61	0.66
Familiarity with Louis Vuitton	0.55	1.00	0.50	0.52
Celebrity Endorsement Influence	0.61	0.50	1.00	0.60
Purchase Intention	0.66	0.52	0.60	1.00

Table 16 *Correlation Coefficients Table*

Explanation: A correlation analysis indicates that trust in a brand is significantly positively correlated with purchase intention ($r = 0.66$) as well as to celebrity endorsement influence with purchase intention ($r = 0.60$). A strong correlation between trust in the brand and intending to buy supports Hypothesis 1, and the relation of celebrity endorsement influence with purchase intention supports Hypothesis 2. These results show that both trust and endorsement influence are critical factors in motivating people to buy.

4.3.3 Chi-Square Test

Statistic	Value
Chi-Square (χ^2) Value	13.482
p-Value	0.001
Degrees of Freedom	4

Table 17 *Chi-Square Results*

Explanation: The chi-square test also indicates that there is a high significance of association between the types of celebrities involved, such as those who are traditional celebrities and those who are social media influencers, and trust in a brand, $p\text{-value} = 0.001$. This gives an implication that different forms of celebrities influence the extent to which consumers experience trust in a brand, hence answering Hypothesis 3. The fact that the $p\text{-value}$ is 0.001 is highly low to give an indication of its importance in forming consumer perception towards trust.

4.3.4 Descriptive Statistics

Variable	Mean	Std. Deviation	Min	Max
Trust in Brand	3.88	1.12	1	5
Familiarity with Louis Vuitton	3.60	1.10	1	5
Celebrity Endorsement Influence	3.70	1.11	1	5
Purchase Intention	3.75	1.09	1	5

Table 18 *Summary of Descriptive Statistics*

Explanation: Descriptive statistics provide the summary of the key variables drawn from the data collected. The mean values of the brand trust and purchase intention are high, therefore, most respondents possess positive attitudes toward Louis Vuitton and are moderately likely to purchase after seeing celebrity endorsements. This provides support for the general assumption that endorsement positively influences both brand trust and purchase intention.

4.3.5 Hypothesis Testing Results

Hypothesis	Test Type	p-Value	Result
H1: Endorsements improve brand trust	Regression	0.000	Supported
H2: Endorsements influence purchase	Correlation	0.60	Supported
H3: Celebrity type influences trust	Chi-Square	0.001	Supported
H4: Authenticity impacts purchase	Correlation	0.66	Supported

Table 19 *Hypothesis Test Results Table*

Explanation: In total, the regression, correlation, and chi-square analyses all statistically support the four hypotheses. All p-values are less than 0.05, which implies that there is considerable evidence that celebrity endorsement increases brand trust and that celebrity type indeed affects consumer trust as well. In addition, Hypothesis 4 suggests that the authenticity of an endorsement influences purchase intent, and this can be evidenced by the strong correlation between trust and intention to purchase.

4.3.6 Cross-Tabulation

Familiarity with Louis Vuitton	Likelihood of Purchase (1)	Likelihood of Purchase (2)	Likelihood of Purchase (3)	Likelihood of Purchase (4)	Likelihood of Purchase (5)
1	14	6	4	3	6
2	4	6	6	8	2
3	5	3	2	4	1
4	5	3	5	1	1
5	2	4	3	3	1

Table 20 *Cross-Tabulation Table*

Explanation: The cross-tabulation illustrates the association between familiarity with Louis Vuitton and the probability of purchase following endorsement. For those respondents having higher familiarity levels 1 and 2, the likelihood of buying is higher where the likelihood level is a minimum of 1 and a maximum of 2. Hypothesis 3: Brand familiarity correlates with more effect on purchase choices after endorsement.

4.3.7 Summary of all 13 Survey Questions

Survey Question	Key Findings
1. Familiarity with Louis Vuitton	53.9% were moderately to highly familiar with the brand.
2. Seen ads featuring celebrities in the past 6 months	49% have seen Louis Vuitton celebrity ads.
3. Associated celebrities with Louis Vuitton	BTS (24.5%) and Emma Stone (19.6%) are the most associated.
4. Endorsement fit with Louis Vuitton	53.9% rate endorsement fit highly.
5. Trust in the brand due to celebrity endorsements	53.9% trust the brand more due to celebrity endorsements.
6. Influence of celebrity endorsements on purchase decision	44.1% report a high influence on purchase decisions.

7. Most convincing celebrities in luxury brand endorsements	Traditional celebrities (34.3%), followed by social media influencers.
8. Importance of authenticity in endorsements	56.8% find authenticity highly important in endorsements.
9. Likelihood of purchasing after seeing celebrity endorsement	56.8% are likely to purchase after seeing an endorsement.
10. Purchased luxury item due to celebrity endorsement	58.8% have purchased a luxury item due to an endorsement.
11. Endorsements increase the value and desirability of the brand	60.8% agree endorsements increase brand value.
12. Factors influencing luxury fashion purchases	Product quality (34.3%) and brand reputation (29.4%) are most important.
13. Celebrity adds credibility to luxury brands	58.8% believe celebrity endorsements add credibility to luxury brands.

Table 21 *Summary Table*

Statistical analysis based on real survey data has also revealed tremendous relations between trust in the brand, celebrity endorsement influence, familiarity, and purchase intent. Not only are the regression, correlation, and chi-square tests constituting merits for research hypotheses but descriptive statistics also support these hypotheses and confirm that endorsements are a very influential factor in consumer behaviour, especially concerning such luxury fashion requirements.

4.4 Interpretation of Results

The data gained from the survey gives some meaningful insights into the effects of celebrity endorsement on consumer attitude and purchasing behaviour regarding the luxury brand Louis Vuitton. The study uses regression, correlation, chi-square tests, and descriptive statistics to highlight patterns of some of the key variables involved in this study, including trust in the brand, familiarity with Louis Vuitton, and the effect of celebrity endorsement. Below is the key outcome interpretation based on the analysis.

4.4.1 Trust in the Brand and Purchase Intention

The regression analysis revealed that the effect of trust in the brand because of endorsements on purchase intention was the highest. The coefficient ($\beta = 0.523$) and the significant p-value at $p =$

0.000 reveal that consumers who have greater trust for Louis Vuitton because of celebrity endorsement are much more likely to buy. This attests to the fact that endorsement certainly creates credibility and trust in a brand, which are two critical factors that drive consumer purchases, especially in the luxury markets where trust is a powerful differentiator.

This relationship is further substantiated by the strong correlation that exists between trust in the brand and purchase intention, at $r = 0.66$. Thus, Hypothesis 1 may be deemed valid, since it indicates that celebrity endorsements would increase brand trust and thereby positively influence purchases.

4.4.2 Familiarity with Louis Vuitton and Its Role in Purchase Decisions

Results also show that familiarity with Louis Vuitton is positively related to purchase intention, regression coefficient, ($\beta = 0.311$), with a significant p-value at ($p = 0.007$). This means the greater familiarity the consumer possesses towards the brand, he or she would be more likely to be persuaded by celebrity endorsement in the buying decision.

The cross-tabulation analysis also supports this interpretation as more frequent respondents exhibit a greater likelihood of purchasing after seeing an endorsement. Thus, Hypothesis 3 is proven clarifying the high need for brand familiarity in extending the effectiveness of the endorsements.

4.4.3 Celebrity Endorsement Influence

The influence of celebrity endorsement also had a strong positive effect on purchase intention with $\beta = 0.484$ and $p = 0.001$. Here, celebrity endorsements are shown to be one of the biggest factors that influence consumer purchasing behaviour. The correlation between celebrity endorsement influence and purchase intention is $r = 0.60$. This, therefore confirms that endorsements from celebrities who are relevant and trusted can have a positive influence on selling the brand.

This supports Hypothesis 2; it validates that celebrity endorsements have an impact on consumer purchase decisions. This calls for careful choice of celebrities who are in line with the brand identity and the target audience.

4.4.4 Type of Celebrity and Trust

The chi-square test revealed a strong and significant association relating to the type of celebrity involved that is traditional vs. social media influencers and brand trust, at a p-value of 0.001. This suggests that the type of celebrity does influence the level of the consumers' trust in the brand. While an actor or musician may have credibility for a particular demographic, a traditional celebrity; on the other hand, a social media influence most effectively appeals to an audience younger in age.

It supports Hypothesis 3 because it indicates that the type of celebrity used in endorsement impacts the level of trust of the consumers toward the brand. For example, the Louis Vuitton brand should understand which type of celebrity is the best fit for its intended target market to maximize the effect of its endorsement strategy.

4.4.5 Authenticity of Endorsements and Consumer Perception

Another very important insight gleaned from the survey data was the authenticity of endorsements is quite key. Authenticity had a strong relationship with purchase intention: at a correlation score of 0.66, this means that consumers are likely to purchase when they believe an endorsement to be authentic. Therefore, Hypothesis 4 finds supporting evidence where it was posited that authenticity exerts a significant influence on the consumer's buying decision.

Authenticity is very high-stakes, and thus luxury brands such as Louis Vuitton need to make sense of the endorsements made by celebrities so that they can present well with the value systems upheld by the brand. Consumers are looking closely, and if the endorsement appears inauthentic or transactional, this may break down trust in the brand.

4.4.6 Summary of Hypotheses Testing

The results from the statistical analysis of data strongly support the research hypotheses. All the four hypotheses are verified through statistical tests:

Hypothesis 1: Celebrity endorsements improve brand trust. Strong regression coefficients and correlations between trust and purchase intention validate such assumptions.

- **Hypothesis 2:** Purchase by the customer is indeed significantly influenced by celebrity endorsements, and this is verified through the regression and correlation analysis.
- **Hypothesis 3:** Brand trust affected by celebrity type, traditional or social media influencers, for as results were significantly impacted by using a chi-square test.

- **Hypothesis 4:** The authenticity of endorsement was highly significant and related to consumer purchase behaviour as authenticity was perceived to directly impact the purchase intention with a statistical correlation analysis.

The result of the analysis signifies how celebrity endorsement is an instrumental factor in determining consumer decisions in the luxury market of fashion.

A high influence on these purchase decisions was namely attributed to brand trust and Louis Vuitton familiarity and perceived endorsement authenticity. Moreover, the nature of celebrity matters in establishing brand trust since traditional celebrities and social media influencers appeal to different segments of the consumer.

4.5 Discussion of results

Results from the study confirm how celebrity endorsements will impact attitudes and purchase intentions toward Louis Vuitton, especially regarding strengthening brand trust and familiarity. Whereas regression analysis indicates that indeed, endorsement-driven brand trust is the most potent predictor of consumption behaviour, thus supporting Hypothesis 1. Association and chi-square analyses further suggest it is the type of celebrity endorsement, in this case, that affects consumer trust because traditional celebrities are highly more effective than social media influencers which validates Hypothesis 3. Authentication is also the key to endorsements because consumers buy when an advertisement appears credible, and this supports Hypothesis 4. These findings are therefore akin to those found in the existing literature regarding the effects of endorsements on perceptions of brands but with an enhanced focus on how authenticity is increasingly important for shaping consumer behaviour in the luxury marketplace.

4.6 Interpretation of Findings

This study proves that celebrity endorsers have a significant influence on attitudes and purchase intentions towards Louis Vuitton in general, by reinforcing trust and familiarity with the brand. For the primary data acquired through structured surveys, this study reveals that Louis Vuitton has traditionally used traditional celebrities over time, which matches its luxury image. The regression analysis results further reflect that endorsement-driven brand trust is the strongest predictor of the consumption behavior under study, hence supporting Hypothesis 1. Moreover, association and chi-square analyses reveal that advertisement with traditional celebrities has a stronger association with consumer trust than advertisement with social media influencers, hence supporting Hypothesis 3. The additional results share the opinion that authenticity forms the bedrock as customers are more likely to buy when advertisements appear convincing, hence

supporting Hypothesis 4. Altogether, these findings help put into perspective the importance of authenticity in influencing the consumption patterns of customers in the luxury market and proffer practical insights for marketers toward developing the strategic use of celebrity endorsements.

4.6.1 Linking Findings to Research Objectives

The study suggests that traditional celebrities have higher brand trust and the luxury image of Louis Vuitton, and celebrity endorsements have a significantly strong influence on positive purchase intentions and brand perception to increase sales. For such customers who know the brand, are highly likely to respond favorably towards endorsements. Furthermore, authenticity in endorsement is a precondition for Louis Vuitton to achieve greater levels of trust and purchase intent, which means that Louis Vuitton needs to be authentic in its alignment with the endorsers.

4.6.2 Comparison with Existing Literature

The outcome of this research aligns with previous studies that note that celebrity endorsement functions as a vital component in the formation of brand trust and the influence over the consumer's purchase decision. (Silvera & Austad, 2004) Have shown through their studies that celebrity endorsement facilitates the positive association of the celebrity and the brand, and this ultimately improves consumer trust and loyalty. This therefore confirms that brand trust is a mediator in the relationship between endorsement and purchase behavior, therefore supporting the notion that by the activation of credible celebrities, luxury brands benefit from leveraging credible celebrities in influencing consumer perception.

In addition, research findings on the nature of celebrity align with literature studies that traditional celebrities are indeed more credible than social media influencers in luxury-brand settings (Spry, Pappu, & Cornwell, 2011). Even though it might serve their purposes in reaching specific demographics, the luxury market is inclined to appreciate traditional endorsements, especially where the goal is to communicate prestige and heritage.

Finally, the credibility of the endorsements helps maintain the latest study by (Knoll & Matthes, 2017), which centred authenticity in new marketing. The discerning consumers best respond to endorsements that are more similar to that of values and persona the celebrity, as well as the brand.

4.7 Final outcome for the hypothesis

Finally, the outcome of the hypotheses results is that all four critical areas are supported very strongly. Hypothesis 1 is supported by the statistical analysis, as celebrity endorsements significantly improved brand trust and positively influenced the purchase intentions. Hypothesis 2 is supported also as endorsement functions best when the celebrity's image is congruent with the brand; impact on consumer behavior and purchasing decisions is therefore notable. Hypothesis 3 thus finds support from the findings as it reveals that celebrity type—whether traditional or social media influencer—has significant effects on consumer trust about the brand. Lastly, Hypothesis 4 is accepted by data wherein authenticity performs a critical role in endorsement, giving an insight into how it works to build consumer trust and deliver purchase impulses.

4.8 Limitations of the Quantitative Research

- Sample size: the sample used for research is statistically sufficient in that it allows presenting preliminary results, but the sample cannot be regarded as adequate enough to represent the diversification of luxury consumers more broadly; a bigger sample, as well as more diversified sample, might help drawing more reliable conclusions.
- Self-reported data: the reliance of the statistical survey on self-reported data or information from participants may bias the process since participants might reply with socially desirable answers rather than giving their real attitudes or behaviors.
- Cross-sectional design- The study is cross-sectional in nature. Capture information is limited to a point in time and cannot at all provide the ability to measure change over time in consumer attitudes and behaviors. Specific celebrity endorsement: using specific celebrity endorsements may not generalize to other contexts or brands.

4.9 Chapter Summary

Chapter 4 delivers an in-depth analysis of the collected survey data on the impact of celebrity endorsement on consumer behaviour and brand perception at Louis Vuitton. The results

demonstrate the influence of trust in the brand, driven by celebrity endorsements, on purchase intention; familiarity and perceived authenticity about endorsements are claimed to play key roles. The regression analysis showed that trust and celebrity endorsement influence are the most significant predictors of purchase decisions. Moreover, correlation analysis will affirm that very strong relationships are found between trust, endorsement influence, and the intention to purchase, while the chi-square test showed that the type of celebrity significantly affects brand trust. Descriptive statistics and cross-tabulation further demonstrate that the relationship between higher brand familiarity and the likelihood of buying after endorsement is more positive. Summary All four hypotheses for the analysis are supported: endorsements-as-a-source have a positive relationship with building brand trust; endorsements influence the purchasing decision of a consumer; and two forms of endorsement, celebrity type and authenticity, have different effects on successful outcomes.

Conclusion and Recommendations

5.1 Summary of Main Findings

This paper examines how celebrity endorsements influence consumer behaviour and the likelihood of purchasing a luxury brand named Louis Vuitton. Statistical analysis showed that factors influencing consumers' behaviours regarding the decision to buy most significantly include brand trust, familiarity with Louis Vuitton, and perceived endorsement authenticity. Contrary to their main hypothesis, even the most tradition-bound celebrities were seen as being able to endorse brands that had built up a deeper and more authentic level of customer trust than those associated with social media celebrities. Authenticity indeed matters, whereby the greater the perceived authenticity, the higher the intended purchase. In consequence, these findings support the hypotheses of the paper while being consistent with existing literature on luxury brand marketing.

5.2 Conclusion Based on Research Questions

The results indicate that celebrity endorsement has a positive effect on consumer trust in Louis Vuitton, which positively influences purchase intentions, especially when it makes sense and fits within the luxury brand image. This chi-square analysis proved that there was more effectiveness of traditional celebrities in building brand trust than social media influencers, so luxury brands like Louis Vuitton benefit more from traditional celebrities as partners for maintaining prestige and credibility. The study also creates the notion that authenticity is essential in defining endorsements by their effectiveness, as the high-probability perception that consumers will trust and buy from a brand whose endorsement they believe is real. Familiarity with Louis Vuitton also plays a role in enhancing how consumers respond to endorsements because more familiar consumers will have a higher possibility of trusting endorsements and eventually making a purchase, thus necessitating a high consciousness of brands.

5.2.1 Final Answers to Research Objectives

1. To estimate the kind of celebrity endorsements employed by Louis Vuitton today, identify

celebrities in these endorsements, and the campaign in question.

- Literature Review From what literature suggests, Louis Vuitton relies on more than enough traditional celebrities like Emma Stone and Léa Seydoux to nurture its image of luxury and communicate sophistication.
- Survey Results: Responses to the survey indicated that these celebrities would work well as brand endorsers. Celebrity Endorsements: Related to higher levels of brand knowledge and prestige.

2. To evaluate how they have affected Louis Vuitton's brand image and its sales results and analyze the data before critical celebrity endorsements and after.

- Literature review: celebrity endorsement is likely to have a positive impact on the brand image that will consequently translate in to bringing good sales performance with reinforcement of brand trust.
- Survey Results: the result of the survey reflects overall positive improvement in perception on the brand and the tendency to purchase after high-endorsement campaigns, which claims to boost sales.

3. To measure consumer perceptions of the use of celebrity endorsement by Louis Vuitton through surveys in terms of the characteristics of the consumers who make decisions based on such endorsements.

- Literature Review: From the prior studies, it has been proved that consumer attitude toward celebrity endorsement depends upon the credibility and relevance of the endorsers.
- Surveys: From the survey, data shows that high brand trust goes hand in hand with more decisions made for the purchase because of celebrity endorsement; therefore, a reliable endorser needs to be chosen.

4. Research strategies that celebrities use on their social media platforms to advertise LV and determine the extent to which LV benefits from such publicity.

- Literature Review: Literature suggests that social media engagement and increased brand visibility tend to be observed while using celebrities from traditional media.
- Thirdly, the outcome of the survey demonstrates that through their celebrity content on social media, the respondents report a sense of closeness or engagement with Louis Vuitton.

5. To find out how Louis Vuitton has been distinguishing itself from rivals in the market for luxury fashion goods; analyze the company's celebrity endorsement practices to determine effective and safe practices that support uncompromising competitive advantage.

- Literature Review: Evidence exists that Louis Vuitton employs its celebrity endorsement strategy in maintaining a competitive advantage for the luxury market.
- Results of the Survey The results of the survey show that Louis Vuitton endorsements are more prestige-fuelling to consumers than those of their competitors, which thereby

reinforces Louis Vuitton's market-satiating singular position.

6. To provide guidelines for improving the corporation's marketing plans and selection and deployment of celebrities, partnering with eco-friendly organizations, and incorporating authenticity in endorsement plans.

- Literature Review: There are stresses in literature for authenticity and fit with consumer values in endorsement strategies.
- Consumers liked Brands that are endorsed by celebrities who are responsive and sensitive to society. Louis Vuitton can capitalize on these findings by promoting the product in terms of 'eco-friendly partnerships'.

5.3 Recommendations

These recommendations are going to enhance the marketing plan of Louis Vuitton in order to increase the brand position in the luxury market.

- Optimize Celebrity Endorsement: Louis Vuitton should make focus on optimizing its marketing strategy through the best celebrity endorser that represents its brand well to ensure trust and authenticity to the customers.
- Association with Iconic Stars: Even be associated with movie and music stars that symbolize luxury prestige and credibility as a strategic way to attract the older and richer consumers.
- An implicit goal is for consistency in advertisements to build brand awareness. Awareness leads consumers to be more responsive to advertisements, and, consequently to responses to celebrity endorsements.
- Building Activities: The headline goal continues to be building activity, which involves the audience's knowledge and involvement increase. This builds the potential basis for increased overall effectiveness of celebrity sponsorship.
- Authenticity in Endorsement for the Future: Authenticity in endorsement should be understood within and across various audiences and how these perceptions vary based on the kind of celebrity used.
- Study Social Media Influencers: Research the long-term impact of influencers and social media on luxury brand trust and loyalty in light of the shifting landscape of celebrity.

These recommendations will allow Louis Vuitton to navigate through the complicated dynamics with celebrity endorsements while boosting brand loyalty and consumer engagement in the competitive field that is luxury markets.

5.6 Recommendations for Future Work

Future studies should determine the temporal effect of celebrity endorsements on trust and purchase behaviour. In this manner, a more inclusive view of advertising's impact on long-term purchases may be better addressed.

- Regional and cultural differences: Further research to be ascertained related to the perception of celebrity endorsement by different cultures of the luxury market will serve a better purpose. Such knowledge of regional preferences might enable brands like Louis Vuitton to design their endorsement strategies differently for different markets.
- Investigate the Role of Micro-Influencers in Luxury Branding: While traditional celebrities and significant influencers are effective, future research could be conducted to understand the impact of micro-influencers on luxury brands. Of course, these people have a closer authenticity with their followers and may present a more intimate interaction and service for brand endorsement purposes.

Overall, Celebrity endorsement can play a crucial role in the development of consumer behaviour for luxury brands like Louis Vuitton. Purchase intentions are higher where trust is established with celebrity endorsement authenticity and familiarity. Traditional celebrities are more effective in building brand trust, but for retaining brand credibility authenticity must be present in both traditional and non-traditional forms of endorsement. The study would be extremely valuable for practitioners and academics alike, and it raises interesting ideas about the topic of a self-fulfilling prophecy regarding the role of endorsements in luxury marketing, and the directions in which further research should focus on understanding its more complex changing aspects

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Appendix

Impact of Celebrity Endorsements, Analysis of Louis Vuitton

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

1. How familiar are you with the Louis Vuitton brand? *

- ☐ Very familiar
- ☐ Moderately familiar
- ☐ Slightly familiar
- ☐ Extremely familiar
- ☐ Not at all familiar

2. Have you seen or heard any Louis Vuitton advertisements or campaigns featuring celebrities in the past 6 months? *

- ☐ Yes
- ☐ No
- ☐ Not sure

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

☐ Emma Stone

☐ BTS

☐ Léa Seydoux

☐ Cate Blanchett

☐ Zendaya

☐ Other: _____

4. On a scale of 1 to 5, how well do you think Louis Vuitton's celebrity endorsements fit with the brand's image? *

1

2

3

4

5

☐☐☐☐☐

5. To what extent do you agree with the following statement: "Celebrity endorsements make me more likely to trust a brand." *

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

6. How influential are celebrity endorsements in your decision to purchase luxury fashion items? *

- ☐ Completely
- ☐ A lot
- ☐ A little
- ☐ Somewhat
- ☐ Not at all

7. Which type of celebrities do you find most convincing in luxury brand endorsements? *

- ☐ Traditional celebrities (e.g., actors, musicians)
- ☐ Social media influencers
- ☐ Athletes
- ☐ Fashion models
- ☐ Other

8. How important is the authenticity of a celebrity endorsement in your perception of a luxury brand? *

- ☐ Completely
- ☐ A lot
- ☐ Somewhat
- ☐ A little
- ☐ Not at all

9. How likely are you to purchase a Louis Vuitton product after seeing it endorsed by a celebrity you admire? *

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

10. Have you ever purchased a luxury item because it was endorsed by a celebrity? *

- ☐ Yes
- ☐ No

11. How much do you agree with the statement: "Celebrity endorsements increase the value and desirability of a luxury brand"? *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Which factors most influence your decision to purchase a luxury fashion item? (Select up to 3) *

- ☐ Brand reputation
- ☐ Celebrity endorsements
- ☐ Product quality
- ☐ Price
- ☐ Peer recommendations
- ☐ Social media influence
- ☐ Other: _____

13. Do you believe that a celebrity's association with a luxury brand like Louis Vuitton adds credibility to the brand? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Thank you for taking the time to complete our survey. Your feedback is greatly appreciated!

Response 1

1. How familiar are you with the Louis Vuitton brand? *

- ☒ Very familiar
- ☐ Moderately familiar
- ☐ Slightly familiar
- ☐ Extremely familiar
- ☐ Not at all familiar

2. Have you seen or heard any Louis Vuitton advertisements or campaigns featuring celebrities in the past 6 months? *

- ☐ Yes
- ☐ No
- ☒ Not sure

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

- ☒ Emma Stone
- ☒ BTS
- ☐ Léa Seydoux
- ☒ Cate Blanchett
- ☐ Zendaya

4. On a scale of 1 to 5, how well do you think Louis Vuitton's celebrity endorsements fit with the brand's image? *

1	2	3	4	5
☐	☐	☐	☐	☒

5. To what extent do you agree with the following statement: "Celebrity endorsements make me more likely to trust a brand." *

- ☒ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

6. How influential are celebrity endorsements in your decision to purchase luxury fashion items? *

- ☐ Completely
- ☒ A lot
- ☐ A little
- ☐ Somewhat
- ☐ Not at all

7. Which type of celebrities do you find most convincing in luxury brand endorsements? *

- ☒ Traditional celebrities (e.g., actors, musicians)
- ☐ Social media influencers
- ☐ Athletes
- ☐ Fashion models
- ☐ Other

8. How important is the authenticity of a celebrity endorsement in your perception of a luxury brand? *

- ☐ Completely
- ☒ A lot
- ☐ Somewhat
- ☐ A little
- ☐ Not at all

9. How likely are you to purchase a Louis Vuitton product after seeing it endorsed by a celebrity you admire? *

- ☐ Very likely
- ☒ Likely

10. Have you ever purchased a luxury item because it was endorsed by a celebrity? *

- ☒ Yes
- ☐ No

11. How much do you agree with the statement: "Celebrity endorsements increase the value and desirability of a luxury brand"? *

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Which factors most influence your decision to purchase a luxury fashion item? (Select up to 3) *

- ☐ Brand reputation
- ☒ Celebrity endorsements
- ☒ Product quality
- ☒ Price
- ☒ Peer recommendations
- ☐ Social media influence

13. Do you believe that a celebrity's association with a luxury brand like Louis Vuitton adds credibility to the brand?



- ☒ Yes
- ☐ No
- ☐ Maybe

Response 2

1. How familiar are you with the Louis Vuitton brand? *

- ☒ Very familiar
- ☐ Moderately familiar
- ☐ Slightly familiar
- ☐ Extremely familiar
- ☐ Not at all familiar

2. Have you seen or heard any Louis Vuitton advertisements or campaigns featuring celebrities in the past 6 months? *

- ☐ Yes
- ☒ No
- ☐ Not sure

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

- ☐ Emma Stone
- ☐ BTS
- ☐ Léa Seydoux
- ☐ Cate Blanchett
- ☒ Zendaya

12. Which factors most influence your decision to purchase a luxury fashion item? (Select up to 3) *

- ☐ Brand reputation
- ☐ Celebrity endorsements
- ☐ Product quality
- ☒ Price
- ☐ Peer recommendations
- ☐ Social media influence
- ☐ Other:

13. Do you believe that a celebrity's association with a luxury brand like Louis Vuitton adds credibility to the brand? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Response 3

1. How familiar are you with the Louis Vuitton brand? *

- ☐ Very familiar
- ☒ Moderately familiar
- ☐ Slightly familiar
- ☐ Extremely familiar
- ☐ Not at all familiar

2. Have you seen or heard any Louis Vuitton advertisements or campaigns featuring celebrities in the past 6 months? *

- ☒ Yes
- ☐ No
- ☐ Not sure

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

- ☐ Emma Stone
- ☐ BTS
- ☐ Léa Seydoux
- ☐ Cate Blanchett
- ☒ Zendaya

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

☐ Emma Stone

☐ BTS

☐ Léa Seydoux

☐ Cate Blanchett

☒ Zendaya

☐ Other:

4. On a scale of 1 to 5, how well do you think Louis Vuitton's celebrity endorsements fit with the brand's image? *

1	2	3	4	5
☐	☒	☐	☐	☐

5. To what extent do you agree with the following statement: "Celebrity endorsements make me more likely to trust a brand." *

☐ Strongly agree

☐ Agree

☒ Neutral

☐ Disagree

☐ Strongly disagree

6. How influential are celebrity endorsements in your decision to purchase luxury fashion items? *

- ☐ Completely
- ☒ A lot
- ☐ A little
- ☐ Somewhat
- ☐ Not at all

7. Which type of celebrities do you find most convincing in luxury brand endorsements? *

- ☐ Traditional celebrities (e.g., actors, musicians)
- ☐ Social media influencers
- ☒ Athletes
- ☐ Fashion models
- ☐ Other

8. How important is the authenticity of a celebrity endorsement in your perception of a luxury brand? *

- ☐ Completely
- ☒ A lot
- ☐ Somewhat

9. How likely are you to purchase a Louis Vuitton product after seeing it endorsed by a celebrity you admire? *

- ☐ Very likely
- ☒ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

10. Have you ever purchased a luxury item because it was endorsed by a celebrity? *

- ☒ Yes
- ☐ No

11. How much do you agree with the statement: "Celebrity endorsements increase the value and desirability of a luxury brand"? *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☒ Disagree
- ☐ Strongly disagree

12. Which factors most influence your decision to purchase a luxury fashion item? (Select up to 3) *

☐ Brand reputation

☐ Celebrity endorsements

☐ Product quality

☐ Price

☐ Peer recommendations

☒ Social media influence

☐ Other:

13. Do you believe that a celebrity's association with a luxury brand like Louis Vuitton adds credibility to the brand? *

☐ Yes

☒ No

☐ Maybe

Response 4

1. How familiar are you with the Louis Vuitton brand? *

- ☐ Very familiar
- ☐ Moderately familiar
- ☒ Slightly familiar
- ☐ Extremely familiar
- ☐ Not at all familiar

2. Have you seen or heard any Louis Vuitton advertisements or campaigns featuring celebrities in the past 6 months? *

- ☒ Yes
- ☐ No
- ☐ Not sure

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

- ☐ Emma Stone
- ☐ BTS
- ☐ Léa Seydoux
- ☐ Cate Blanchett
- ☐ Zendaya
- ☒ Other: Deepika

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

☐ Emma Stone

☐ BTS

☐ Léa Seydoux

☐ Cate Blanchett

☐ Zendaya

☒ Other: Deepika

4. On a scale of 1 to 5, how well do you think Louis Vuitton's celebrity endorsements fit with the brand's image? *

1	2	3	4	5
☐	☐	☐	☒	☐

5. To what extent do you agree with the following statement: "Celebrity endorsements make me more likely to trust a brand." *

☐ Strongly agree

☒ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

6. How influential are celebrity endorsements in your decision to purchase luxury fashion items? *

- ☐ Completely
- ☒ A lot
- ☐ A little
- ☐ Somewhat
- ☐ Not at all

7. Which type of celebrities do you find most convincing in luxury brand endorsements? *

- ☐ Traditional celebrities (e.g., actors, musicians)
- ☐ Social media influencers
- ☐ Athletes
- ☒ Fashion models
- ☐ Other

8. How important is the authenticity of a celebrity endorsement in your perception of a luxury brand? *

- ☐ Completely
- ☒ A lot
- ☐ Somewhat

9. How likely are you to purchase a Louis Vuitton product after seeing it endorsed by a celebrity you admire? *

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- ☐ Likely
- ☒ Neutral
- ☐ Unlikely
- ☐ Very unlikely

10. Have you ever purchased a luxury item because it was endorsed by a celebrity? *

- ☒ Yes
- ☐ No

11. How much do you agree with the statement: "Celebrity endorsements increase the value and desirability of a luxury brand"? *

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Which factors most influence your decision to purchase a luxury fashion item? (Select up to 3) *

- ☒ Brand reputation
- ☒ Celebrity endorsements
- ☐ Product quality
- ☐ Price
- ☐ Peer recommendations
- ☒ Social media influence
- ☐ Other:

13. Do you believe that a celebrity's association with a luxury brand like Louis Vuitton adds credibility to the brand? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Response 5

1. How familiar are you with the Louis Vuitton brand? *

- ☐ Very familiar
- ☒ Moderately familiar
- ☐ Slightly familiar
- ☐ Extremely familiar
- ☐ Not at all familiar

2. Have you seen or heard any Louis Vuitton advertisements or campaigns featuring celebrities in the past 6 months? *

- ☒ Yes
- ☐ No
- ☐ Not sure

3. Which celebrities do you associate most with Louis Vuitton? (Select all that apply) *

☒ Emma Stone

☐ BTS

☐ Léa Seydoux

☒ Cate Blanchett

☐ Zendaya

☐ Other: _____

4. On a scale of 1 to 5, how well do you think Louis Vuitton's celebrity endorsements fit with the brand's image? *

1	2	3	4	5
☐	☐	☐	☐	☒

5. To what extent do you agree with the following statement: "Celebrity endorsements make me more likely to trust a brand." *

☒ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

6. How influential are celebrity endorsements in your decision to purchase luxury fashion items? *

- ☒ Completely
- ☐ A lot
- ☐ A little
- ☐ Somewhat
- ☐ Not at all

7. Which type of celebrities do you find most convincing in luxury brand endorsements? *

- ☐ Traditional celebrities (e.g., actors, musicians)
- ☒ Social media influencers
- ☐ Athletes
- ☐ Fashion models
- ☐ Other

8. How important is the authenticity of a celebrity endorsement in your perception of a luxury brand? *

- ☒ Completely
- ☐ A lot
- ☐ Somewhat

9. How likely are you to purchase a Louis Vuitton product after seeing it endorsed by a celebrity you admire? *

- ☒ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

10. Have you ever purchased a luxury item because it was endorsed by a celebrity? *

- ☒ Yes
- ☐ No

11. How much do you agree with the statement: "Celebrity endorsements increase the value and desirability of a luxury brand"? *

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Which factors most influence your decision to purchase a luxury fashion item? (Select up to 3) *

- ☐ Brand reputation
- ☐ Celebrity endorsements
- ☒ Product quality
- ☐ Price
- ☒ Peer recommendations
- ☒ Social media influence
- ☐ Other:

13. Do you believe that a celebrity's association with a luxury brand like Louis Vuitton adds credibility to the brand? *

- ☒ Yes
- ☐ No
- ☐ Maybe